SEPTEMBER 12, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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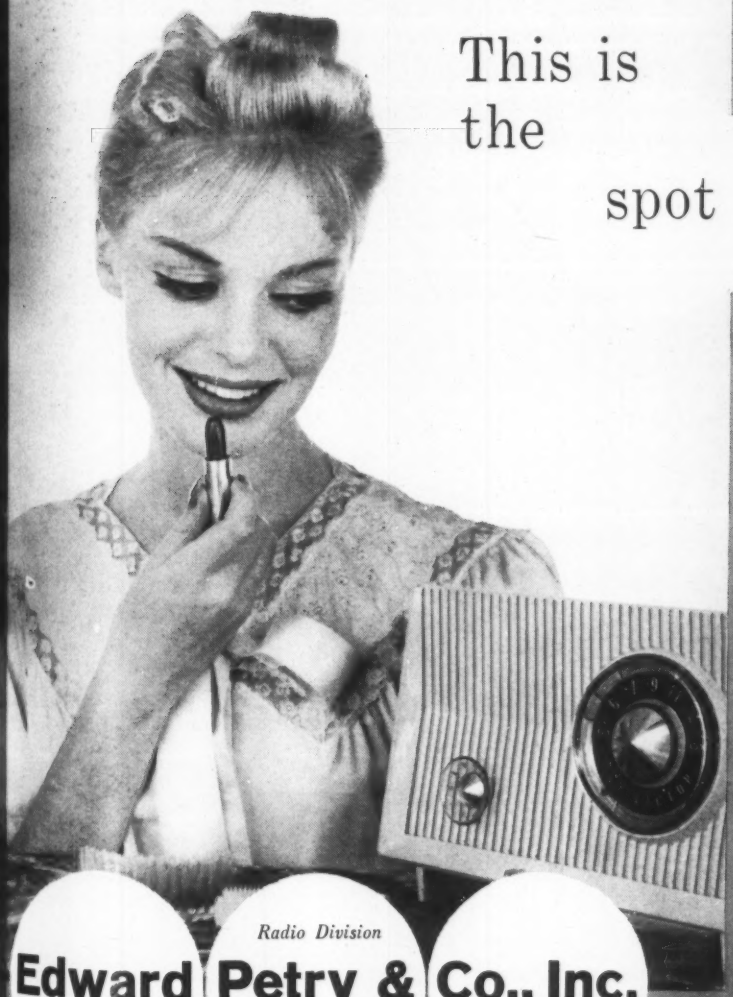


This is the spot for a commercial

Her lipstick clings, and so does your message, when you reach her with Spot Radio. Multiply this listening by millions of daily make-up sessions, and you'll know why Spot Radio pays off BIG for smart national advertisers.

KOB ..... Albuquerque
WSB ..... Atlanta
WGR ..... Buffalo
WGN ..... Chicago
WFAA .. Dallas—Ft. Worth
WKMH ..... Detroit
KPRC ..... Houston
KARK ..... Little Rock
WINZ ..... Miami
WISN ..... Milwaukee
KSTP Minneapolis—St. Paul
WTAR ..... Norfolk
KFAB ..... Omaha
WIP ..... Philadelphia
KPOJ ..... Portland
WJAR ..... Providence
WRNL ..... Richmond
KCRA ..... Sacramento
WOAI ..... San Antonio
KFMB ..... San Diego
KMA ..... Shenandoah
KREM ..... Spokane
WGTO ... Tampa—Orlando
KVOO ..... Tulsa

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

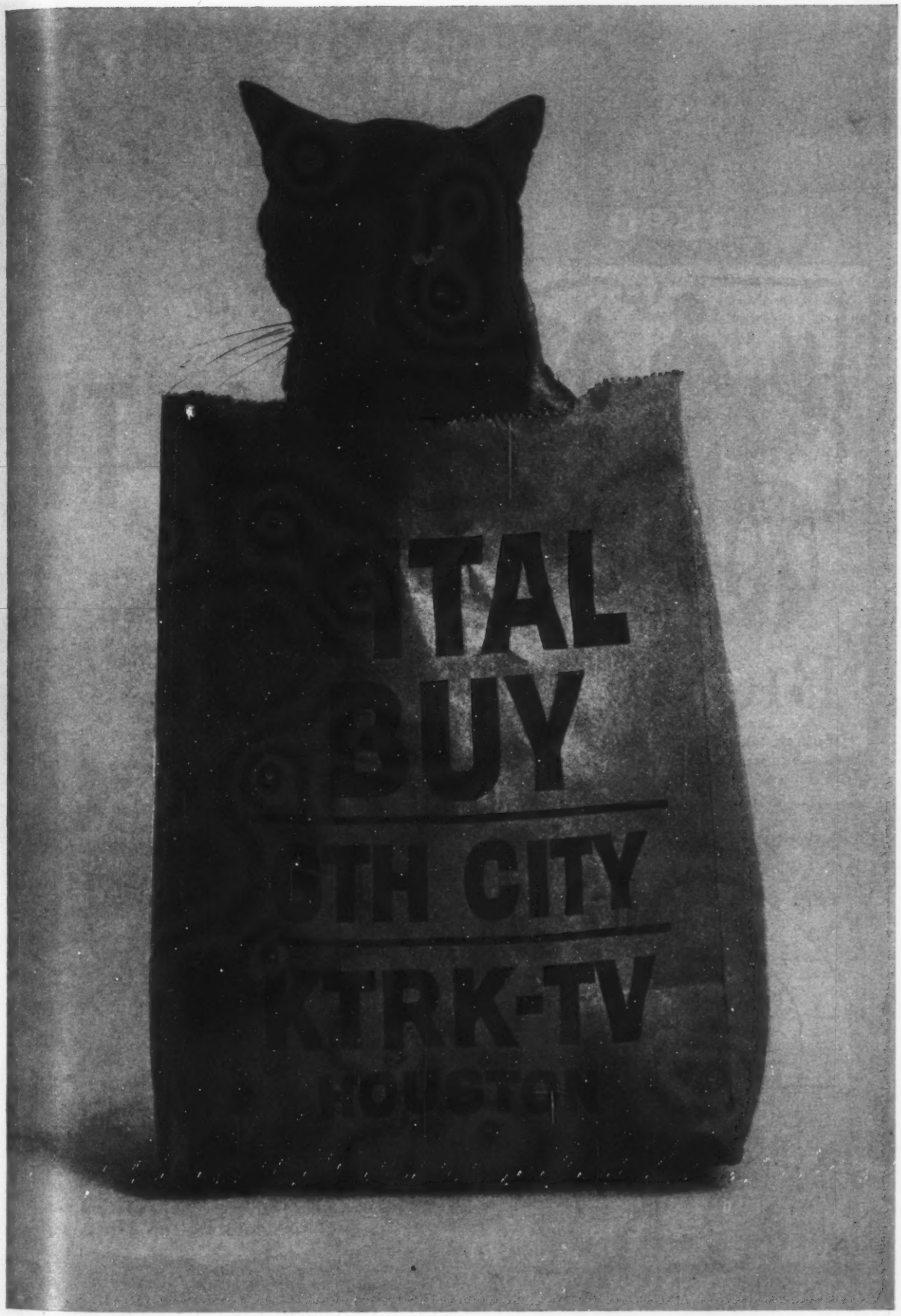
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

population explosion in suburban connecticut!

You've got to sell 'em in the city, and in the suburbs, too! 1960 figures are out — showing that Connecticut's mushrooming population is moving out of the cities, into the suburbs, where WELI's full-throated 5000 watts comes in loud, clear, and welcome! It's powered for all New Haven County; and more — you get all of Middlesex County; most of Fairfield and Hartford Counties; and all of Suffolk County, Long Island, too! Try BIG Buy WELI—now bigger than ever!

***WELI** / 960 / 5000 watts / The Sound of New Haven*

National: H-R Representatives *Boston: Eckels & Company*


TAL
BUY
TH CITY
KTRK-TV

OUTSTANDING VALUES

1890

BICYCLES

We have taken the agency for the celebrated

Pic

1960

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

MULTI-CITY TV MARKET

Best buy in the Lancaster/Harrisburg/ York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Time abroad ■ As part of its international expansion program, Time Inc. Broadcasting Div. is looking toward acquisition of ownership interests in tv and radio stations throughout world, along with supplying of managerial service. New Time Inc. organization, under President James A. Linen, has instructed Weston C. Pullen Jr., head of broadcast operations, to embark upon crash program internationally. Time Inc. is building new European headquarters in Paris under Pullen direction.

Andrew Heiskell, Time Inc.'s new board chairman, is now on extended world tour seeking new opportunities in all forms of mass communications. Recent transfer of Frederick S. Gilbert, general manager of Time, *to general manager of Broadcasting Div., was in keeping with plan to beef up over-all broadcast operations and relieve Mr. Pullen of day-to-day responsibility for stations.*

Air war ■ That conflict between FCC and Federal Aviation Agency about who has final say in approving heights and sites of radio and tv towers (BROADCASTING, June 13) may have to go to President to be resolved. Conferences last few weeks between FCC and FAA lawyers have resulted in stand-off. If dispute is submitted to President, he no doubt will ask Attorney General for opinion.

FCC has always acted on assumption that Communications Act gives it sole authority to determine placement and height of radio and tv towers "in public interest." Aviation interests have submitted recommendations to commission, but FCC always has made final ruling. FAA lawyers claim that law setting up aviation agency reserves to it final decision on whether tall structures are hazards to air navigation or not.

Payola bill ■ Is President Eisenhower going to pocket veto S 1898—omnibus bill dealing with payola and broadcast procedure? That question made rounds in Washington last week but is false alarm. President has 10 days from date of engrossing of bill in which to sign it and that time doesn't expire until next Saturday (Sept. 17). Meanwhile routine check is being made of government agencies. There's no known opposition of sufficient force to dissuade President from permitting measure to become law.

Only known opposition to measure as it finally evolved with Senate amendments knocking out suspensions and modifying forfeiture (fine) provisions, came from motion picture producers who feared anti-payola provisions could raise Ned (at $1,000 per day; maximum of $10,000 in year) with their established production methods and could result in increased costs for shows produced for tv. FCC will confer soon with any interested groups on application of sponsor identification provision (Section 317) from which guidelines should emerge. This is possible under discretionary power given FCC under new law.

Control room ■ Soviet jamming of Voice of America broadcasts recently has taken on new aspect. Instead of blacking out entire programs, Russians now are engaging in "selective jamming," obviously meaning that censors have been brought into act. At times single items (i.e., Powers espionage trial, Congo eruptions) are blasted while in same broadcast, such items as Echo I and last two Discoverer launchings were allowed through.

Another enigma is Russia's cooperation in executing new international shortwave schedules agreed to at last year's International Telecommunications Union conference in Geneva, even though it continues its jamming, reportedly involving expenditures of more than $100 million per year. New international broadcast schedules became effective uneventfully Sept. 4 marking first time allocations ever have been coordinated. VOA broadcasts total 800 shortwave frequency hours carried over 75 transmitters daily throughout world. Since July 1, when allocations were circularized, every conflict was reconciled which entailed some two dozen changes in U. S. assignments. World shortwave plan was presented in Geneva by U. S. delegation headed by FCC Commissioner T.A.M. Craven.

Touchy problem ■ Religious issue in presidential campaign has started to give some broadcasters trouble. Stations (many in South) that regularly carry religious programs featuring Protestant ministers—especially those of fundamentalist or evangelical persuasion—have begun to notice some increase in discussion of Catholicism. So far there's no indication of direct reference linking Sen. Kennedy and Catholic issue, but in some broadcasts linkage could be easily inferred by listeners, it's said.

So far no complaints about religious broadcasts have reached FCC, but some Washington lawyers have had requests for advice from stations. Unofficially, FCC's attitude is said to be that political broadcasting law won't apply because no appearances by political candidates are involved. But if issue were presented to FCC, it would probably say doctrine of fairness requires broadcasters to accord opportunity for rebuttal if anti-Catholic lectures become particularly heated.

NAB vacancy ■ NAB committee to select new president will meet in Washington September 21-22 at call of Howard Lane, KOIN-AM-FM-TV Portland, Ore., at which time it hopes to complete its task. Under consideration, it's understood, are two highly-placed individuals now in public life with whom preliminary conversations have been held. Individual members of eight-man committee have screened lengthy list of nominees as successor to Harold E. Fellows, who died last March.

Nixon aide ■ Robert C. Doyle, president-general manager, WICO Salisbury, Md., and tv pool coordinator at both Democratic and Republican conventions, last week joined Nixon-Lodge campaign organization as tv producer-director under Ted Rogers, tv-radio consultant-producer. Mr. Doyle will be advance man and will handle local arrangements for Nixon-Lodge pickups for campaign's duration.

Peek into space ■ Inside story of Echo I, communications satellite which has been hovering over earth since August 12, will be unfolded to FCC Thursday, Sept. 22, at AT&T Center at Holmdel, N.J. FCC *en masse* will be in New York on Wednesday for annual luncheon with Radio-Television Executives Society, to be addressed by Chairman Fred Ford, and will stay over Thursday for Bell Labs tour.

Network-tested ■ MCA Tv Ltd. is reported to be placing its *M Squad* crime-adventure series, which has been on NBC-TV for past three years, into syndication to stations in few weeks, with 117 half-hours to be offered. *M Squad* is said to be first of several off-the-network programs that MCA Tv will offer to stations before first of year, believing such product lends itself well to across-the-board stripping by stations in daytime periods.

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 2:00 noon	63.1	19.9
Mon.-Fri. 2:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

WEEK IN BRIEF

MR. SCHEURLE

Get ready for the 'cinematic sixties' in tv ■ With the progression of filmed, live and video tape tv advertising into a distinctive "cinematic" advertising art, with the graduation of trained cinematic students from colleges (all of whom grew up fully exposed to tv) and with the advent of tv as a force in international marketing, the 1960s may well be an exciting time for both television and advertising. Lincoln Scheurle, radio-tv producer, J. Walter Thompson Co., Chicago, who scans a brief storyboard on the subject in this week's MONDAY MEMO, foresees a cinematic impact on print advertising, too—all to the good, he says. Page **20.**

Tv's big-budget journalism ■ More than $22 million worth of prime time this season will be programming public information shows. An analysis of projects, plans and philosophies. Page **27.**

Chrysler's big year ■ Blessed with sales successes during the 1960 model year, the motor giant unveils its 1961 line at Florida extravaganza for newsmen. Radio and tv take important roles as the corporation and its divisions consider advertising plans. Page **32.**

AAAA's ideas for improving spot ■ Agency association proposes clearing-house for data on competitive campaigns, industry-wide agreement on audience measurement, universal cash discount among other "suggestions for the advancement of national spot advertising." Page **40.**

What's a Dilly Bean? ■ New York and Washington tv viewers know all about it, as a new product catches the public's fancy. Page **40.**

Debateless debates? ■ Planned tv-radio appearances by the presidential candidates won't be debates at all. Page **54.** The networks reveal the political timebuys and programs already arranged. Page **56.**

NBC seeks equal space ■ Network's two Bobs (Sarnoff and Kintner) write a letter of rebuttal to tv critic John Crosby. Page **60.**

Vacation's over and FCC faces pot full ■ The FCC is back from its August hiatus and is confronted with a lengthy list of complex and worrisome headaches. They start with a two-and-a-half-day meeting. Page **66.**

Another wrench thrown at NBC-RKO deal ■ The *San Francisco Chronicle* files for NBC's Washington station. This is the third move by KRON-TV, which stands to lose its NBC affiliation if the network's buy of KTVU (TV) San Francisco is confirmed. Page **70.**

A divorce in Chicago ■ What happens when a network-owned radio-tv station separates its news department into two distinct operations—one for radio, one for tv? Page **92.**

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Nina Simone
Sammy Davis Jr.
Stan Kenton
Ella Fitzgerald
Sylvia Syms
Jo March
Dizzy Gillespie
Dick Haymes
Lenny Bruce
Sarah Vaughan
Anita O'Day
Bob Newhart
Mabel Mercer
"Professor" Irwin Corey
Julie Wilson

where else could you get all these entertaining people together... except on the fresh, new HOUR show PLAYBOY'S PENTHOUSE

If we may name-drop for a moment . . . our guest list is impressive. Just check the group assembled here (identified above, if a name should escape you). PLAYBOY'S PENTHOUSE relies on an old-fashioned, but **always** unbeatable factor: superb entertainment made by the show business people everybody is **talking about** from one coast to the other. Add to that an atmosphere of a sophisticated penthouse . . . a witty host* who projects a mood of easy informality and graciousness . . . and you have a show that has great appeal for a vast audience. PLAYBOY'S PENTHOUSE is available now for syndication—26 one-hour shows. Arrange for a screening now. This is the show to WATCH. *Hosted and produced by Hugh M. Hefner, Editor and Publisher of Playboy Magazine.

OFFICIAL FILMS, INC.
25 WEST 45 STREET
NEW YORK 36, N. Y.
PLaza 7-0100

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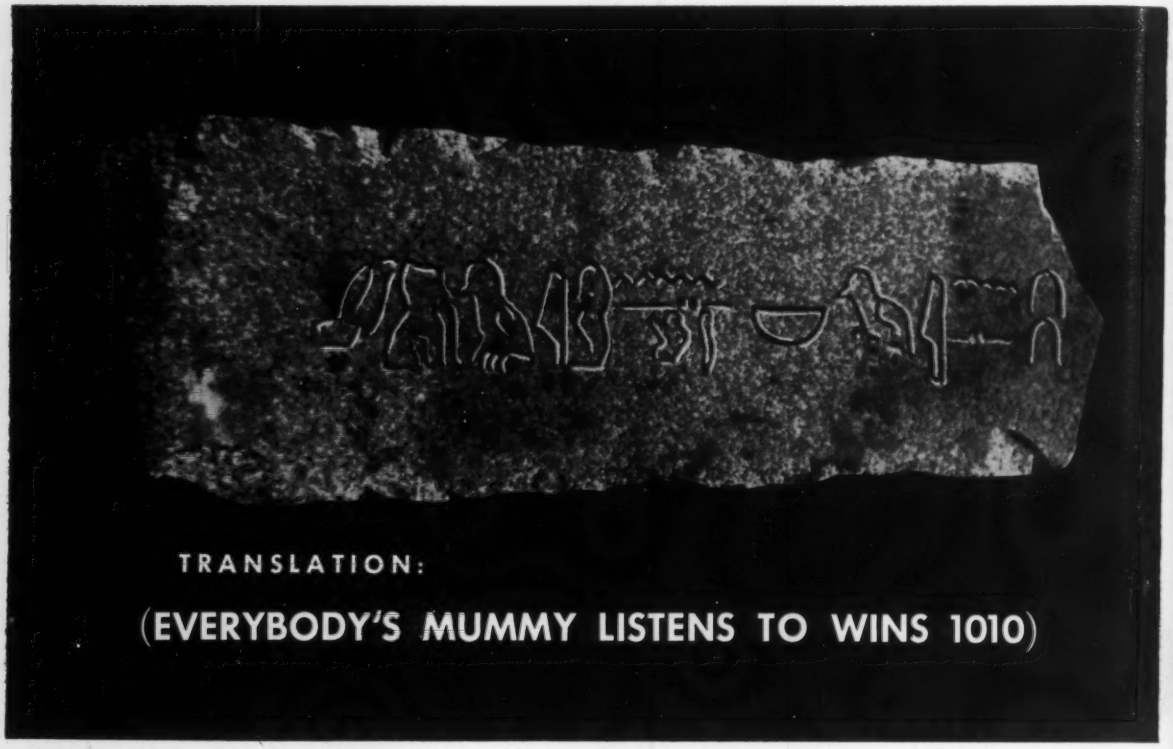


TRANSLATION:

(EVERYBODY'S MUMMY LISTENS TO WINS 1010)

. . . And in WINSland there are enough 'mummies' to fill all of the pyramids that were ever built in Egypt. In fact counting mummies and daddies and boys and girls, WINSland means 17,000,000—consumer-wise that is. In fact WINSland is not just the nation's #1 market—it is equal to Chicago, Los Angeles and Philadelphia put together. In fact along Madison Avenue the super-wise "Pharoahs" of the advertising world know that WINSland equals the markets of Detroit, San Francisco, Boston, Pittsburgh, Washington, D.C. and Cleveland put together.

And one other thing—in WINSland (that's New York of course) WINS spells WON!

WINS
NEW YORK
1010

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT · DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

NO PAYOLA STAIN
Renewals clear three Boston area stations

First job completed by FCC's G-2 sleuths resulted in clean bill of health for three Boston area radio stations tarred with brush of payola during last fall's congressional hearings.

Commission Friday announced license renewals for WHIL Medford, WTAO Cambridge and WEZE Boston. All three had been fingered by various witnesses before Rep. Oren Harris' (D-Ark.) Legislative Oversight Subcommittee regarding payola scandals.

FCC action, it's understood, resulted from investigation of below-counter payoffs by music publishers and distributors to station disc jockeys and other personnel which found no culpability on part of management. Report indicated also that management in all three cases had increased internal security to guard against similar practices in future.

Friday announcement bears out reports commission has decided to lift heavy hand of government authority in payola cases except where it finds willful and aggravated violations (CLOSED CIRCUIT, Sept. 5).

Actually, Boston investigation was undertaken initially by Broadcast Bureau task force, but was completed by recently formed Complaints & Compliance Div.

C&C office was set up last June, under attorney John C. Harrington. Late in same month Congress voted $150,000 for establishment of this FCC investigative office.

Networks settle more Kennedy-Nixon details

Networks will offer fourth hour to presidential candidates for joint appearance—7:30-8:30 p.m., EST Oct. 7. Decision to clear period was made Friday (Sept. 9) at New York meeting attended by tv network news heads: John Daly for ABC, Sig Mickelson for CBS and Bill McAndrew for NBC. (See early story page 54).

Oct. 7 appearance, if accepted by candidates, will be on news discussion-panel format—four newsmen questioning candidates for full hour. NBC will produce, with moderating assignment probably going to commentator Frank McGee. Selection of newsmen, and media from which they'll be chosen, is still under discussion.

Program on Oct 7 will appear as second of four. First, produced by CBS, will be "modified debate" on domestic issues. Third, on Oct. 13 and produced by ABC, will be news discussion-panel format. Fourth, on Oct. 21 and also produced by ABC, will be "modified debate" on foreign affairs. Each program will include panel of four newsmen. They'll be chosen from among networks for first and fourth while second and third may include newsmen from other media. All programs will have candidates face-to-face in same studio except No. 3, which will be "electronic confrontation" with candidates appearing from opposite coasts, Sen. Kennedy in New York, Mr. Nixon in Los Angeles.

Broadcasters warned about foreign 'deals'

FCC Friday warned U.S. broadcasters not to try to make their own deals with individual Mexican and Canadian broadcasters in problems such as those arising from joint use of same frequency.

Commission, which has had reports of half-dozen such contacts by U.S. stations, mostly with Mexican broadcasters, said it can't allow such individual negotiations and asked that problems be sent to FCC rather than foreign governments or broadcasters.

International agreements are binding only when mutually agreed upon by two governments and private agreements may prove unacceptable when examined, FCC said. They also may affect "atmosphere" of government negotiations as well as running risk of violating U.S. laws prohibiting certain types of "correspondence or intercourse" with foreign governments, agency said.

Carolina relays

South Carolina commercial stations WUSN-TV Charleston and WNOK-TV Columbia are "boosting" wire signal of new state educational tv system based in Columbia. State officials and RCA, which equipped system, announced opening Friday (Sept. 9).

Closed circuit serves 15 schools from Columbia to Charleston and additional 65 schools get broadcast signals from WUSN-TV and WNOK-TV, transmitting tapes made in Columbia school studios. RCA has equipped system with two tv tape recorders, cameras, projectors and associated gear. Initially, system is being used for elementary and advanced algebra, geometry and South Carolina history. It also will be made available for teacher training and is to be extended to reach schools around state.

Connie Gay offers public stock issue

Formation of publicly-held corporation capitalized at $1 million was announced Friday by Connie B. Gay, Washington, D.C., country music impresario and multiple broadcast owner.

Preliminary registration form was filed with Securities & Exchange Commission Friday for public offering of 130,000 shares ($1 par value) of Connie B. Gay Broadcasting Corp. No selling price was estimated, pending submission of end-of-month financial statement. Corporation authorized to issue 1 million shares (at $1 par), with 340,000 to be outstanding. Besides 130,000 to be offered to public, remaining 210,000 shares will be distributed to present Connie B. Gay Enterprises associates. Control will be retained by Mr. Gay himself.

Portion of proceeds from public offering, expected to yield $1 million net, will be used in purchase of KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri (BROADCASTING, August 1), Mr. Gay said. Hill, Darlington & Co., New York, is underwriter.

Employes name IBEW

Engineering and program department employes of Triangle Publications in Fresno, Calif. (KFRE-AM-FM-TV), voted 19-0 for representation by Local 202, International Brotherhood of Electrical Workers, according to certification by National Labor Relations Board.

Franklin stock offer

Franklin Broadcasting Co., Fort Lauderdale, Fla., which owns and operates five "better music" radio stations, last week announced offering of 75,000 shares of common stock, at $4 per share, through arrangement with its underwriters, Gateway Stock & Bond Inc., Pittsburgh.

Franklin was founded by its presi-

AT DEADLINE CONTINUED

dent and chairman, William F. Johns Jr. Stations are: WMIN Minneapolis-St. Paul; KRIB Mason City, Iowa; WWOM New Orleans; WLOD Fort Lauderdale, and KOME Tulsa, Okla. FBC also owns Pool Publications Inc., which publishes *Swimming Pool Weekly* newspaper. FBC's five directors all reportedly are active in business and are residents of Fort Lauderdale.

Hollywood musicians favor AFM over MGA

Inroads by Musicians Guild of America into what had been exclusive domain of American Federation of Musicians for more than 50 years hit snag Thursday (Sept. 8) when AFM won National Labor Relations Board election for right to represent musicians employed at major Hollywood studios.

Vote by musicians working for members of Assn. of Motion Picture Producers was 473 for AFM, 408 for MGA and 1 against both unions. Sixty protested ballots are not enough to change result. At Universal Pictures, vote was 97 for AFM, 85 for MGA and 1 vote against both. With 24 protests to be investigated, enough to reverse AFM's lead, this is not conclusive as yet. Victory at AMPP restores AFM bargaining rights lost to MGA two years ago when musicians voted for that union at time AFM strike against major studios had gone on for six months with no sign of settlement in sight.

KPAP change favored

FCC Hearing Examiner Walther W. Guenther issued initial decision Friday favoring application of KPAP Redding, Calif., to change from 1 kw daytime on 1270 kc to 5 kw daytime on 1330 kc. Mr. Guenther found change would bring additional service to more people than would receive interference from new facility.

Armstrong to NL&B

Thomas E. Armstrong, previously tv radio creative director at Fuller, Smith & Ross, Pittsburgh, has joined Needham, Louis & Brorby, Chicago, as group head and writer in tv creative department. He formerly was with Campbell Ewald Co. and Brooke, Smith French & Dorrance. Also joining NL&B as copy writer is James R. Sherburne who previously was with Foote, Cone & Belding, Campbell Mithun and Edward H. Weiss & Co.

Tape-film 'mix'

New tape-film electronic "mix" system of tv recording developed by Reeves Sound Studios, New York, and RCA as concept more than year ago has been in limited operation for past 1½ months. Reeves established it over year's time at approximate $2 million investment cost, claims system can handle color or black-and-white tv tape and film and will be demonstrated for agency tv producers for first time this week (Sept. 14) at Radio & Television Executives Society's workshop session at Reeves. Picture mixing was explained by Reeves-RCA at news conference more than year ago (BROADCASTING, Aug. 3, 1959).

ATAS educational unit

Academy of Television Arts & Sciences announces formation of Public Information, Lecture and Service Bureau to provide U.S. colleges with lecturers and advisors in all phases of tv courses, aid in setting up communication centers and assist in closed-circuit programs and broadcasts on college or commercial tv stations. Brochures were mailed to some 500 colleges. Bureau, headed by Hal Davis of Grey Adv., New York, is manned by volunteers from among 6,000 academy members in Los Angeles, New York, Baltimore, Chicago, Washington, D.C., Seattle and Arizona. All requests for services are to be submitted to ATAS New York Office, 200 Central Park South, zone 19, for relay to appropriate chapter.

Payola pamphlet

Guide for station use in complying with sponsor identification requirements of amended Communications Act has been sent NAB members by Douglas A. Anello, chief counsel. Four-page guide shows 27 samples outlined in congressional report adopting amendments (S 1898).

FC&B appoints three

Edwin Brunst, Dan Baumle and Robert Moore have joined Foote, Cone & Belding in Chicago as merchandising supervisors, it was announced Friday by Michael J. O'Connor, vice president and merchandising director. Mr. Brunst formerly was merchandising executive with Young & Rubicam and Kroger Co. Mr. Baumle joins FC&B from Procter & Gamble, Cincinnati, where he was promotion development supervisor. Mr. Moore previously was group sales manager at Marshall Field & Co., Chicago department store.

Business briefly

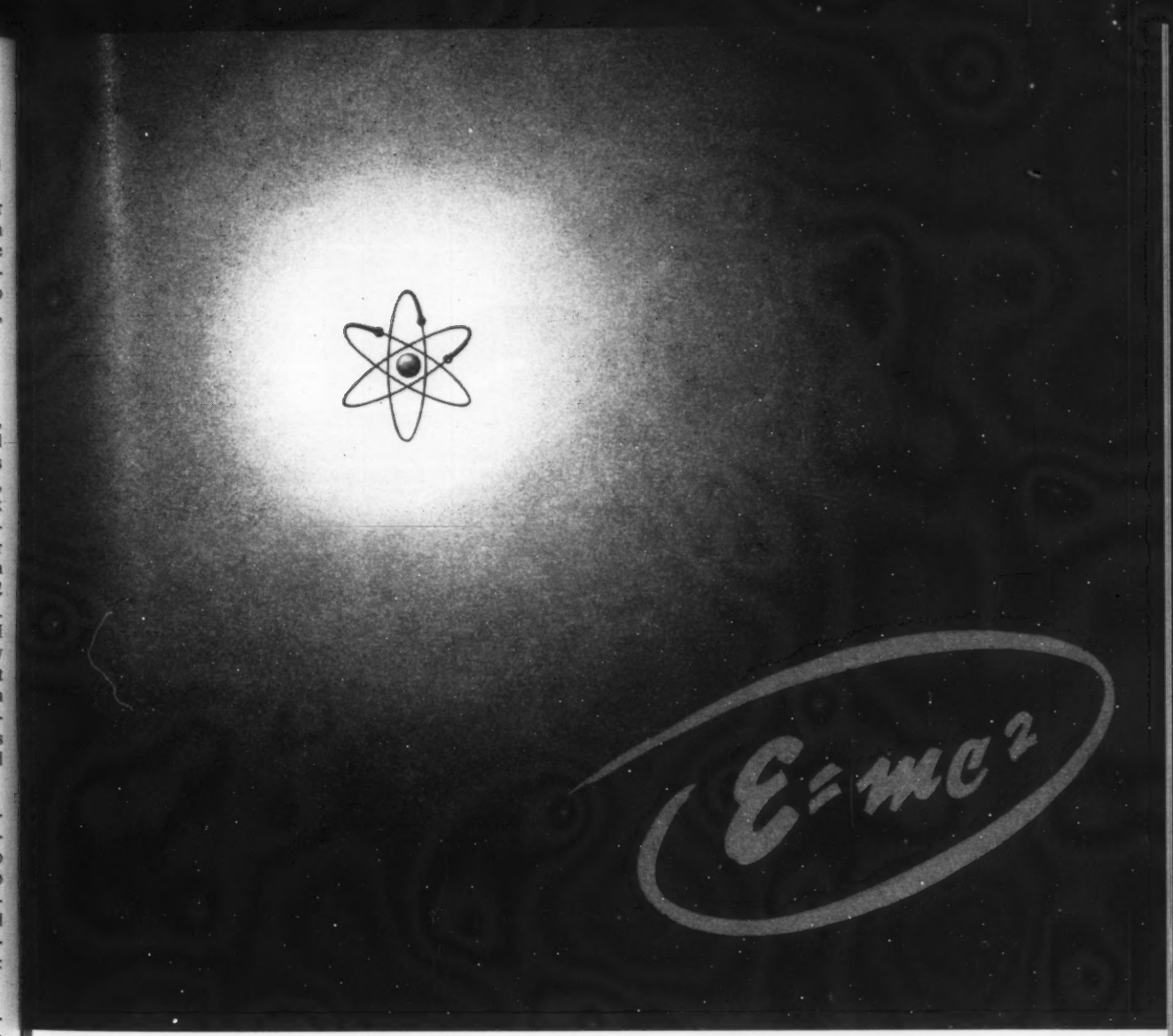
First phase ■ Claridge Foods Inc., Flushing, N.Y., which last week moved its canned meat account from Charles W. Hoyt Co. to Smith/Greenland Co., N.Y., has started immediate eight-week radio campaign in New York and Philadelphia and plans to extend to other markets after initial phase. Drive on WPEN Philadelphia started with 22 half-minute spots weekly on six shows. Campaign begins Sept. 15 on WMGM New York with total of 16 spots weekly on five shows, followed by concurrent drive starting two weeks later on WMCA New York with 14 spots weekly. All commercials are half-minutes and are aired only on Thursdays and Fridays.

Burning brighter ■ Brown & Williamson Tobacco Corp., Louisville, has added three NBC-TV nighttime shows to its heavy network and spot tv lineup for this season. B&W's order for participation in *Outlaws, Riverboat* and *Dan Raven* makes those programs virtually sold out, network said. Agency: Keyes, Madden & Jones, Chicago.

Banking on radio ■ Continental Illinois Bank of Chicago has ventured into radio for first time, buying schedule of 125 spot announcements per week on five local stations: WGN, WCFL, WMAQ, WBBM and WFMT (FM). Agency: Earle Ludgin & Co., Chicago.

Day's share ■ Beech-Nut Life Savers through Young & Rubicam, N.Y., has bought into eight NBC-TV daytime shows. Purchase supplements series of thirds announced earlier in NBC-TV nighttime schedule and *Jack Paar Show* for total 18-show, $8 million package.

Toys spotted ■ Ideal Toy Corp., N.Y., bolstered its fall tv season with 15-week schedule of spot commercials in 40 markets throughout country, using between 2 and 40 spots per day in each. Ideal also has set dates for previously announced special, *Christmas in September with Shari Lewis* (BROADCASTING, Aug. 22), which will be taped in New York and broadcast on one Sunday afternoon in each of 21 major cities, Sept. 18, 25 and Oct. 2 (when show will be retitled). Agency: Grey Adv., N.Y.



(Just a matter of Relativity)

- **WBTV-CHARLOTTE IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 597,300 TV HOMES***
- **WBTV DELIVERS 43% MORE TELEVISION HOMES THAN CHARLOTTE STATION "B"****

**Television Magazine - July 1960*
***NCS #3*

JEFFERSON STANDARD BROADCASTING COMPANY

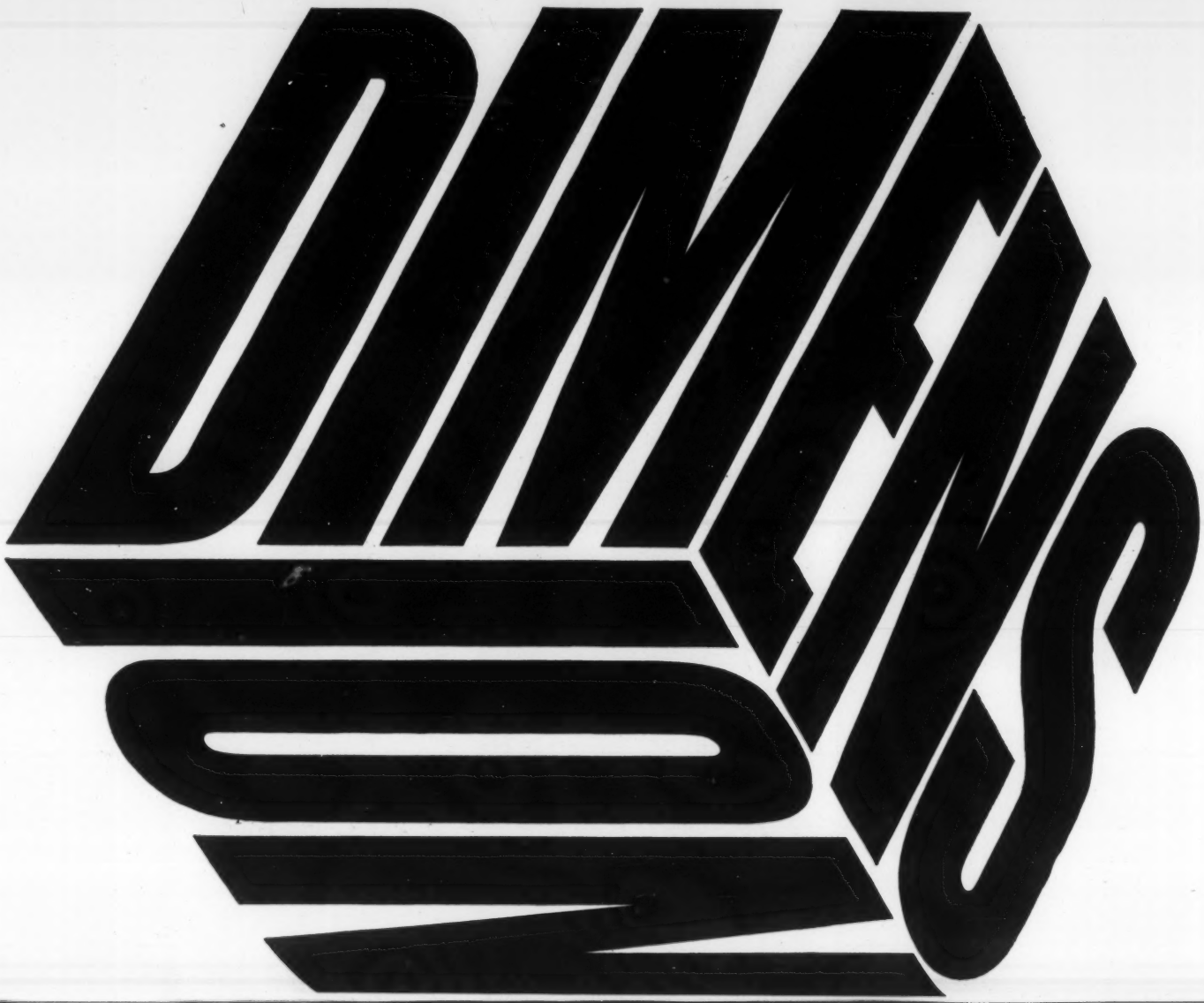
WBTV

CHANNEL 3 CHARLOTTE

Represented nationally by CBS Television Spot Sales

LET'S COMPARE MARKETS!

WBTV — CHARLOTTE	597,300
ATLANTA	578,800
MIAMI	515,400
MEMPHIS	488,300
LOUISVILLE	459,600
BIRMINGHAM	431,600
NEW ORLEANS	386,300
NASHVILLE	346,800
NORFOLK-PORTSMOUTH	342,400
RICHMOND	275,400


DIMENSION

This is Dimension: a program service of entertaining, provocative one to three-minute vignettes in talk and sound that add new depth of listener interest to the strongest local programs in all radio... those of the CBS Owned Radio Stations.

Dimension starts this month on the C-O stations. These seven stations already command more attentive listening than all other stations in their markets. Now with Dimension they give audiences even more reason to hear your selling message.

This is Dimension:

THE YEAR 2000 What will the fantastic world of tomorrow be like? Artistic, industrial and scientific leaders tell you: William T. Snaith of Raymond Loewy Associates; Dr. Austin Smith, Pharmaceutical Mfr. Association. Their predictions: hospitals that operate on a do-it-yourself basis, banks that supply parts for the human body, drugs that cure all infections; carpets and wallpaper used for central heating, weather control, cordless toaster and lamps and many more.

DOROTHY KILGALLEN INTRODUCES YOU TO PEOPLE YOU'D LIKE TO KNOW The world's most famous newspaperwoman brings you the intimate stories of how Rosalind Russell conquered a personal fear, how Pope John XXIII shows his sense of humor, and fascinating moments in the lives of Joan Crawford, James A. Farley, Fannie Hurst, Marlene Dietrich, Tony Curtis, Ingrid Bergman, The Duchess of Windsor, actor Marlon Brando, The Queen Mother, Audrey Hepburn, Marilyn Monroe, Hedy Lamarr, Patrice Munsel.

THIS IS MY PROFESSION Leaders in important fields tell what they think about their life's work. Vincent Price: why he considers acting a highly educational vocation. Anthropologist Margaret Mead: how primitive people help us understand ourselves better. Others: Melvin Belli, lawyer; Irwin Allen, motion picture man; Claude Philippe, hotelier; Frank Gibney, journalist; Richard Joseph, travel editor; Ilka Chase, Tony Randall, William Zeckendorf, Tex McCrary, Mischa Elman.

THE WONDERFUL WORLD OF THE TEENS Famous people reminisce: Betsy von Furstenburg feared at 16 that she would never get off the 57th Street bus line; Minnie Guggenheimer thinks teenagers today are more serious than she was; also Air Force Capt. Paul Briand, writer; Suzanne Szasz, photographer; Mark Damon, Roberta Peters, Maria Schell, Roy Cohn, George Q. Lewis, Tony Galento, Mark Goodson.

HOMETOWN Childhood recollections. Hildegarde's father's drugstore in New Holstein, Wis.; "Pappy" Boyington's first plane ride over St. Mary's, Idaho; and other hometown stories from Zsa Zsa Gabor, Margaret Mead, Dick Joseph, Dirk Bogarde, author John Donovan, Peter Glenville, Josh White.

THE WISEST OR MOST INFLUENTIAL PERSON Important guests describe one person who has influenced them: Theodore Bikel remembers an elderly scholar; Roberta Peters, her Italian singing teacher. Also Mark Damon, Ilka Chase, Mischa Elman, Maria Schell, Dick Joseph, Claude Philippe, William Zeckendorf, Roy Cohn, Dr. Maxwell, Mel Heimer.

BENNETT CERF TELLS HIS FAVORITE STORIES Author, editor, publisher, lecturer and TV personality Bennett Cerf, who has had 7 books on the best seller lists, now brings to radio the warmth that made him America's number one lecturer. A new Dimension in radio humor.

THE AMERICAN LANDSCAPE Burgess Meredith and Kevin McCarthy narrate this colorful series of American sound portraits using the full range of radio techniques—sound, music, good writing—to take you to the skating pond, the country drug store, Coney Island, a diner at midnight and many more uniquely American scenes.

THIS IS OUR HERITAGE Hear noted radio actor, Bill Lipton, interpret the writings of the men and women who created our American heritage: Tom Paine, Woodrow Wilson, Benjamin Franklin, Thomas Jefferson, Daniel Webster and others.

AMERICAN PORTRAIT Raymond Massey narrates a moment of greatness from American History, takes you to an actual scene in the lives of the Wright Brothers, Paul Revere, Sam Houston, Alexander Hamilton and others.

DIMENSION

A PROGRAM SERVICE OF THE CBS OWNED RADIO STATIONS

KCBS, San Francisco; KNX, Los Angeles; WCAU, Philadelphia; KMOX, St. Louis; WEEI, Boston; WCBS, New York; WBBM, Chicago

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno... astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series – BEST OF THE POST – for your market!

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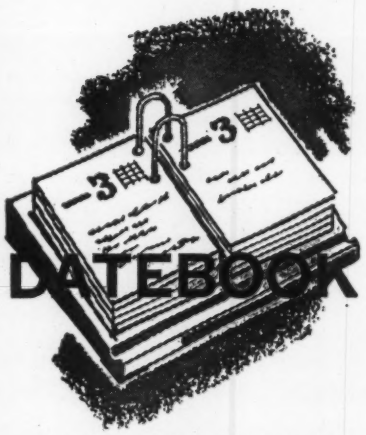


A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

SEPTEMBER

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, Ill.

Sept. 12—Hollywood Ad Club initial meeting of 1960-61, 12 noon at Stage 6, Paramount Television Productions. Ken Snyder, Needham, Louis & Brorby, will be program chairman for demonstration-discussion of video tape techniques.

Sept. 13—Premium Advertising Conference, morning only, in conjunction with four-day New York Premium Show at Hotel Astor, both sponsored by Premium Advertising Assn. of America Inc. Speakers: William P. Dunham, product group manager, General Foods Corp.; Henry O. Whiteside, vice president and research director of J. Walter Thompson Co., Chicago, and Charles M. Hanna, author-lecturer-economist and management consultant.

Sept. 13—Los Angeles Ad Club luncheon at Hotel Statler. W.D. (Pete) Moore, advertising manager, Dodge Div., Chrysler Corp., will present the Dodge Dart advertising story.

Sept. 15—Sigma Delta Chi Chicago Headline Club chapter dinner opening 1960-61 season, Henrici's Restaurant (Merchandise Mart), Chicago. Panel with leading local newsmen will discuss "At What Point Does Coverage Effect the Story?" Speakers: Bernard Eismann, CBS-Chicago; Bill Conway, AP; Murray Gart, Time Chicago bureau, and Donald Janson, New York Times Chicago correspondent.

Sept. 15—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Cunningham & Walsh executives will discuss radio problems.

***Sept. 15**—Theatre Owners of America annual convention. A panel session, "Pay Television—Meeting the Menace," will include Mitchell Wolfson, Wometco Enterprises, Miami; Sumner Redstone, drive-in theater operator, and Marcus Cohn, Washington attorney. Philip Harling, chairman of the Joint Committee against Pay Television, will be moderator. Hotel Ambassador, Los Angeles.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 15-17—British Columbia Assn. of Broadcasters annual meeting at Kelowna, B.C.

Sept. 16—Broadcasting Executives Club fall social. 100 Warrenton St., Boston.

Sept. 16—Florida Assn. of Broadcasters officers and directors meeting. 5 p.m. at Cherry Plaza Hotel, Orlando.

Sept. 16-18—UPI Minnesota Broadcasters fall meeting. Sawbill Lodge, Tofte, Minn.

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

Sept. 18-21—Assn. Canadienne Radio Television Francaise annual meeting. Alpine Inn, Ste. Marguerite, Que. Among the speakers will be Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Murray Brown, CFPL-AM-FM-TV, president of the Canadian Assn. of Broadcasters.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 20-21—Atlantic Assn. of Broadcasters annual meeting at Amherst, N.S.

***Sept. 21**—Radio & Television Executives Society's kick-off newsmaker luncheon at the Grand Ballroom, Hotel Roosevelt, 12:30 p.m., features address by FCC Chairman Frederick W. Ford.

Sept. 22—AP Michigan Broadcasters meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-23—Illinois Broadcasters Assn. annual meeting. Urbana-Lincoln Hotel, Urbana, Ill.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23—FCC has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, Aug. 1 issue.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26—Hollywood Ad Club luncheon meeting at Hollywood Roosevelt Hotel. Awards made by Advertising Assn. of the West (BROADCASTING, July 4) will be presented to Hollywood winners.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Willliamsburg, Va.

Sept. 26-30—Board of Broadcast Governors meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

***Sept. 28**—ASCAP West Coast membership meeting Beverly Hills Hotel, Beverly Hills, Calif., 4 p.m.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y.

***Sept. 29**—Chicago Federated and Women's Advertising Clubs annual workshop clinics. Radio-tv clinics will be held each Thursday for eight weeks starting this date.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

Sept. 29-Oct. 1—Alabama Broadcasters Assn. annual fall meeting. Stafford Hotel and U. of Alabama campus, Tuscaloosa. Rep. Oren Harris and FCC Commissioner Robert E. Lee will speak.

Sept. 30—Minnesota Broadcasters Assn. annual convention. Leamington Hotel, Minneapolis.

OCTOBER

Oct. 1-2—Illinois News Broadcasters Assn. fall meeting. Faust Hotel, Rockford. Tentative program plans include session for major state candidates in fall elections.

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Los Angeles Ad Club luncheon at Hotel Statler. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a Radio Day program.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4—NAB Tv Code Review Board meeting, NAB Headquarters, Washington. Girdle-bra advertising and theatrical film clips used in tv promotion are among board problems. Plans will be drawn for integration of code operations among Washington, New York and Hollywood offices.

Oct. 4-5—Advertising Research Foundation an-

CAPITAL TYPES #4

THE INSIDE DOPE

First cousin of The Unimpeachable Source, easily identified by pale pallor at mention of Payola. Opens every conversation with "Hear you've been having trouble with your government contract". Seldom wrong. Major source of "inside" information: listening to WTOP Radio, the *important* station in the 20-County Greater Washington area.

WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

Operated by

THE WASHINGTON POST BROADCAST DIVISION:

***WTOP RADIO** Washington, D. C.*

***WTOP-TV** Channel 9, Washington, D. C.)*

***WJXT** Channel 4, Jacksonville, Florida*

"Whatta ya mean TULSA'S a TOUGH MARKET . . . have you ever used KAKC?"

If you haven't used The New KAKC you don't know how easily your problem can be solved. You see, The New KAKC is the most "listened to" station in the 21 county market area of Northeastern Oklahoma (according to Pulse). And, they're an adult audience too. What about Station Image? Why, they've got the best. The New KAKC has more firsts in area service to their credit than all other Tulsa stations combined . . . and they're continuing to pile up more! Yes sir, The New KAKC is Tulsa's best Radio buy in anybody's book. It's been that way for quite awhile . . . and they intend to keep it that way.

Hi, I'm K. A. Casey . . . here to offer you the best radio buy in Tulsa. Call your Adam Young representative and see for yourself.

FIRST IN TULSA

the new KAKC Dial 970

A Public Radio Corp. STATION

KIOA DES MOINES · KAKC TULSA · KBKC KANSAS CITY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

annual International Convention, The Queen Elizainclude Arthur Hull Hayes, president of CBS Radio; Peter Langhoff, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.

Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6—NAB Broadcast Engineering Conference Committee. NAB headquarters, Washington, D.C.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall creative convention. Bismarck Hotel, Chicago.

***Oct. 14—South Carolina AP Broadcasters.** Columbia, S.C.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations. Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on High Speed Photography, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference, Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

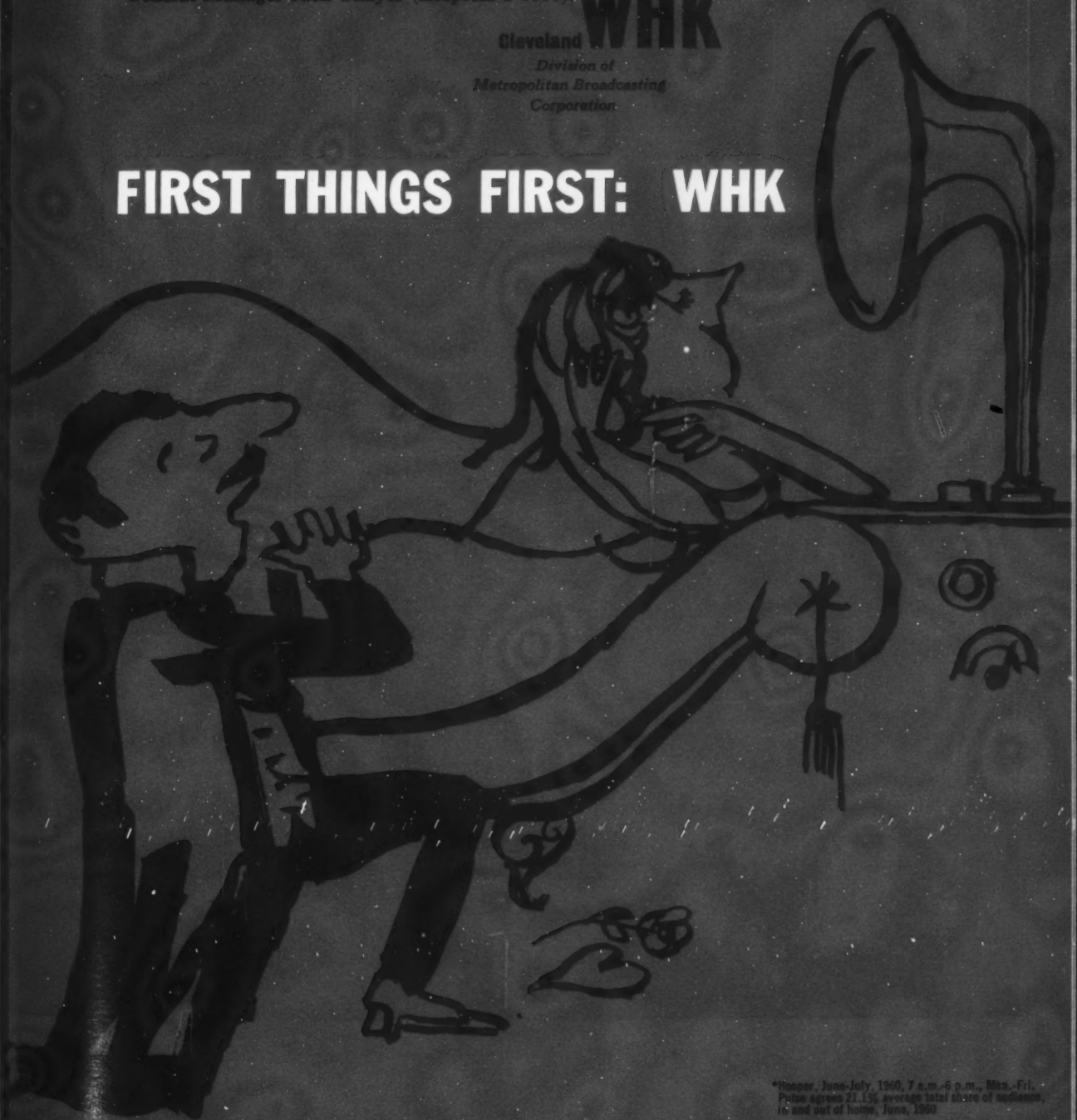
NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

. . . decidedly Cleveland's #1 station. Wooing Cleveland? Let first-place WHK be your Cyrano. WHK, with its 26.9% share in the morning. WHK, with 34.9% share in the afternoon. WHK, with an all-day average of 31.1%. (Next station: 22.3%.)* What makes WHK so irresistible? Metropolitan's new concepts of service, news and showmanship, ready to go to work for your proposal. Just whisper sweet somethings to Blair, or General Manager Jack Thayer (EXpress 1-5000).

Cleveland WHK
Division of Metropolitan Broadcasting Corporation

FIRST THINGS FIRST: WHK



*Hooper, June-July, 1960, 7 a.m.-6 p.m., Mon.-Fri. Pulse agrees 27.1% average total share of audience, in and out of home, June, 1960

In Chicago

. . . **O'Hare International,** the "jet capital," is the largest commercial airport in the world. Its ten-square-mile complex now handles over 125 jet flights a day. And with the completion of its $120,000,000 building program in 1962, it will be capable of handling twelve million passengers annually!

In Chicago

WGN

TELEVISION

—owned and operated by Chicagoans—is dedicated to quality programming and community service.

WGN IS CHICAGO

Quality • Integrity • Responsibility

MONDAY MEMO

from **LINCOLN SCHEURLE,** *radio-tv producer, J. Walter Thompson Co., Chicago*

Get ready for the 'cinematic sixties' in tv

Where is broadcast advertising—and in a sense, all advertising—headed in the decade ahead?

In the late 1940s, to meet the challenge of television, the most potent means of communication known, advertising—the propelling force behind modern capitalism—united with the cinematic form of expression. The result: cinematic advertising. (Of course, I mean not only filmed but live and video tape tv advertising—both variations of the cinematic form.)

Cinematic advertising is utterly different from most of the prevailing forms prior to television. Since the start of this century, both advertising and the "motion picture" form of expression developed into major business forces. But there was very little creation of cinematic advertising before tv.

The Marriage ■ Thus, one of the major developments in advertising in the 1950s was the determination of advertising people to learn this new form of advertising and of film-tv people to learn how to use film-tv for advertising purposes. The result has been the emergence of the cinematic advertising man —writers (both print and tv), art directors (both print and tv), producers, copy group heads, account representatives and advertising managers.

The development of cinematic advertising people is not complete, any more than any advertising practictioner can claim to have learned all there is to know about this business. What the 1950s have produced is a number of people within agencies, client managements and studios who can produce rather effective cinematic advertising on a relatively economical and consistent basis.

The 1960s will see its further propagation as television becomes international.

First Generation ■ Although the motion picture form was perfected in several ways in the first half of this century, many educational institutions only now are beginning to teach the cinematic form. "Film" courses are becoming not only part of "speech" degrees but will be integrated in commerce and advertising majors as well. We will see far-reaching effects from those "cinematic" graduates entering television in the 1960s. Those leaving college will be the first generation who almost from birth have been exposed to all varieties of the cinematic form, largely through television.

Nearly all current textbooks on (print) advertising principles, on copywriting and even on television advertising, will undergo extensive revision. Few reflect the key differences between the two very divergent forms: "print advertising" and "cinematic advertising." We learned in the 1950s that cinematic advertising is not only a new and unique form of advertising expression in itself, but that this fact often became confused with the business of television as a means of communication—a means of transmitting "tv-translated" print advertising as well as a more truly cinematic kind. Thus, in the 1960s, we will see the appearance of advertising texts as knowledgeable in the cinematic forms as in the printed.

Clearer distinctions will be made between seemingly similar areas of activity throughout broadcasting. For example, in clarifying areas of broadcast activity, network-station and agency-broadcast media operations will become as distinct an area of activity as feature film distribution, exhibition and theatre operation were in the 1930s. This station-media area has as much to do with the creation of cinematic advertising as the distribution-exhibition of "movies" had to do with the direct creation of cinematic products. Likewise, the problems of creating cinematic advertising and the problems of radio-tv programming are not at all the same—although, in agencies, both generally are solved by "radio-tv people." Programming and creative cinematic advertising have as much in common as a third area of radio-tv activity: the manufacturing and servicing of sets.

Linc Scheurle was with CBS New York for three years as radio producer and researcher. Later he also worked for Hugo Wagenseil & Assoc., Dayton, Ohio; Francis Hooper pr firm and Foote, Cone & Belding, Chicago, as producer before joining JWT in 1952 as tv copy writer. He was named producer in 1956.

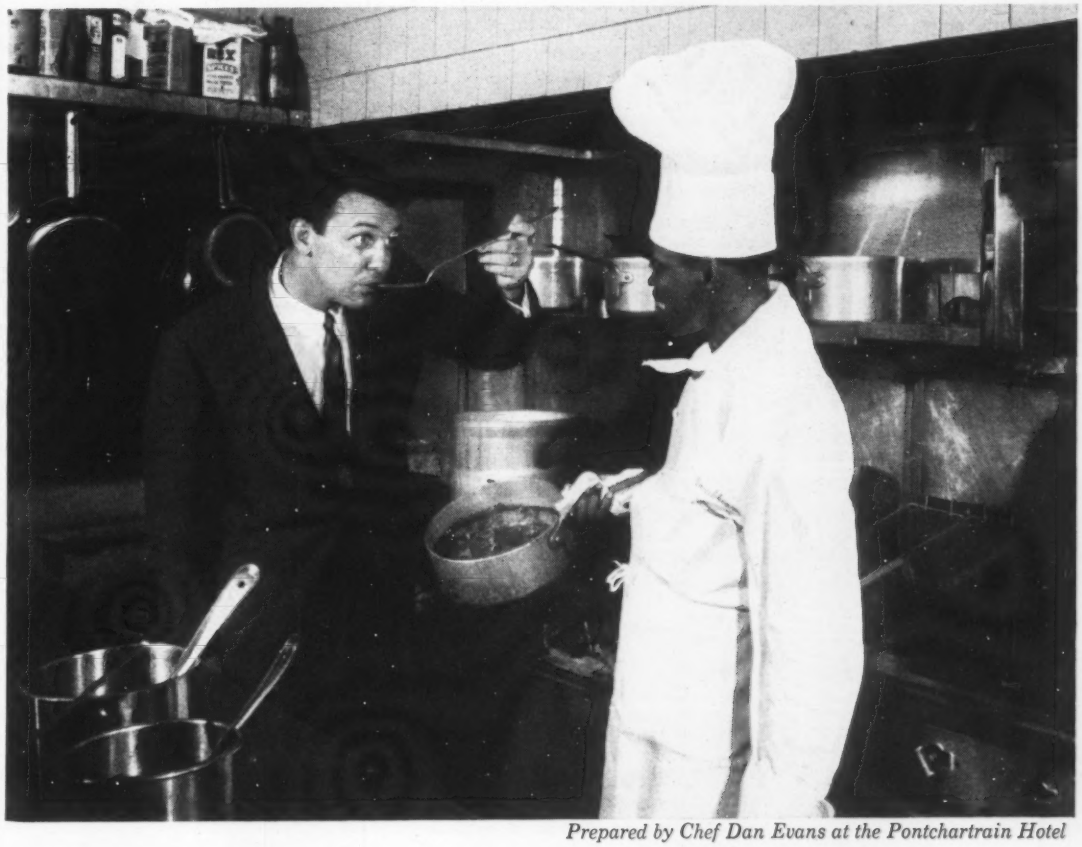
Other Changes ■ Television research will improve as it learns to understand more about the cinematic form of advertising. Already, the men who direct this research are adjusting their thinking from years of research-conditioning in a print-oriented society. They have found that the methods used for testing print advertising are often inapplicable to the testing and evaluating of cinematic advertising. Tv research techniques will become as fully "cinematically oriented" as print research is now being perfected for the evaluation of print advertising.

Of course, print advertising itself will undergo changes—even more than it already has since the coming of television. Naturally, the creative innovations of print adapted in tv advertising are as welcome as any "cinematic excitement" that can be "caught" in "ads." The 1960s will see a great deal more of this—and advertising will be all the better for it.

The advertising business can be very proud of itself because of this gradual synthesis. In little more than a decade it has produced a new creative entity, by being willing to adjust many advertising principles not necessarily applicable to the cinematic form of advertising. Also, it has had to master a whole new medium of expression—one so vastly more complicated and expensive because it includes all the other forms of expression while being a form all of its own, with its own creative characteristics.

If the future leaders in advertising, knowledgeable in the cinematic form, can show the same alertness, determination to learn and sound judgment in planning for the next 10-20 years of advertising in world markets, we have nothing to worry about in the "cinematic sixties!"

Shrimp Creole OLD NEW ORLEANS FAVORITE



Prepared by Chef Dan Evans at the Pontchartrain Hotel

WWL-TV... new New Orleans Favorite

Here's how to make Shrimp Creole:

Put 3 tbsp. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most *alert* reporter. WWL-TV's expanded news coverage includes:

Mon. thru Fri.	15 minutes of news 8:00-8:15 a. m. 45 minutes of news, sports and weather each afternoon 5:45-6:30 15-minute news final nightly 10:30-10:45
Sat.	30 minutes of news, sports and weather 6:00-6:30 p. m. 15-minute news final 10:00-10:15 p. m.
Sun.	15-minute Sunday news special 10:00-10:15 p. m.

Ask Katz about WWL-TV's big new *news lineup.*

WWL-TV CBS

NEW ORLEANS

N

Nex·us

(nĕk'sŭs) *n.*

1. interconnection; tie; link

2. *e.g.* The Barry Gray Show on **wmca** where the world-famous meet nightly from 11 to 1 AM.

the straus broadcasting group

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL

Radio and the whole man

EDITOR: Your editorial titled "False alarms" (Aug. 22 issue, page 94) comments that the demise of the soap opera has thus far received little attention.

It has received a great deal of mine —and should at least be considered by others, I think. Even vagrants buried at public expense often rate a short eulogy.

I regret more the new spirit of the times, which makes the soap operas economically untenable, than the loss of the soap opera itself.

I do think one big point has been overlooked in the revolt against the soaps in favor of "information" type programs. People are not all mind—there's body and emotion and imagination there, too . . .

When radio ceases to entertain as it informs—radio will cease. And the two greatest informer techniques man has ever used are drama and poetry. An age which rejects them will reject the facts and philosophy they could convey.

We'll probably be money ahead without the soaps. That's a sadder situation than any soap opera writer ever devised.—*Patrick E. Lee, Radio Manager, KFBB Great Falls, Mont.*

Clear channel issue

EDITOR: It was with interest that I read your recent article concerning the pragmatic approach of FCC Commissioner Robert E. Lee in the area of commercial announcements ["How Lee forced ceiling on commercials," page 64, Aug. 29]. Mr. Lee took a stand on a matter of frequency of spot announcements by listening to his radio —rather than the usual abstract method of statistical compilation.

I hope Mr. Lee's practical approach will prevail with regard to the clear channel issue. I hope he will use his radio again and attempt to determine how many of the 24 clear channels he can receive with a listenable signal. (Theoretically he should be able to receive a good signal from all 24 since they justify sole possession of a frequency by claiming national coverage.) The abstract arguments of the clear channel licensees may then become as superficial as the commercial statistics that stations submit.—*Robert J. Miller, 6233 N. Kildale Ave., Chicago.*

KYA's experiment

EDITOR: I cannot qualify as a spokesman for the radio industry, but there must be many, many radio managers today who, like myself, can only shake their heads in amazement after reading Mort Wagner's article, "Can radio make purity pay" (page 34, Sept. 5).

By direct inference does Mr. Wagner admit to such cardinal sins as multiple spotting, barter, PIs, percentage business and above all, over-commercialization on his station and his other properties? And now, "All this is going to stop for six months on KYA as of September 15th" even though the remainder of the group will continue in the now "renounced" policy.

Where has Mort been in hiding? The majority of well-operated stations have been practicing Mr. Wagner's newly-discovered "formula" for many long years.

Nevertheless, I for one am delighted to welcome Mort into the fold of "legitimate broadcasters." You'd be surprised, Mort, how green the grass really can be.—*Thomas S. Carr, Vice President and Manager, WBAL Baltimore.*

P.S.: Mort left out one important point, No. 17—all recordings and transcriptions will be spun at their proper speeds.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

OCCASION

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Sept. 12-16, 19-21 (11-11:30 a.m.) **Price is Right,** part.

Sept. 12-16, 19-21 (12:30-1 p.m.) **It Could Be You,** part.

Sept. 14, 21 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Sept. 16 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drug through Grey Adv.

Sept. 16 (10-11 p.m.) **Moment of Fear,** Lever through Sullivan, Stauffer, Colwell & Bayles.

Sept. 17 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

Sept. 17 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Sept. 17 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Sept. 18 (9-10 p.m.) **The Chevy Mystery Show,** Chevrolet through Campbell-Ewald.

Additions

Sept. 18 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson and Beechnut Lifesavers through Young & Rubicam.

Sept. 19-21 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Sept. 20-21 (10:30-11 a.m.) **Play Your Hunch,** part.

CLAIM

Nielsen Station Index is your best source of station audience facts

PROOF

Proof of this claim is yours for the asking. It is a fact-filled visual demonstration of Nielsen sampling, data gathering, and checking and control procedures, from which we believe you will see that...

NSI® is the only validated source of station audience facts available today... providing reliable information for broadcast advertising decisions

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FOR ALL THE FACTS

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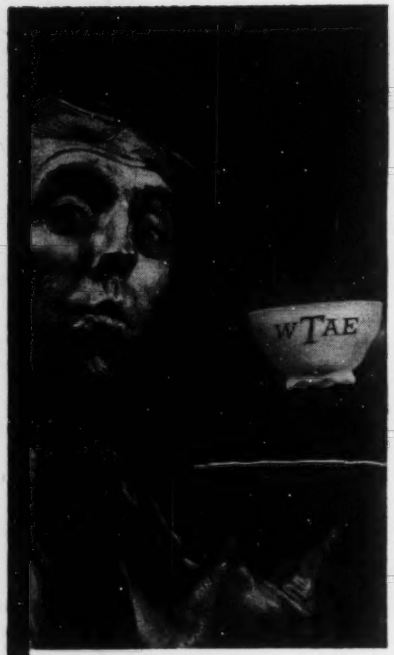
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0749



IN PITTSBURGH

Take TAE and See...

how top production facilities make hot adjacencies even hotter

- Pittsburgh's largest studio space: two huge drive-in studios... spacious outdoor facilities ... two in-studio bowling lanes!
- Two dual control rooms, each with custom-designed and built RCA audio boards, transistorized switchers, and the latest RCA special effects amplifiers.
- Four Vidicon film chains; four 16mm projectors and two 35mm slide projectors.
- Ampex VideoTape facilities.
- Complete production facilities for 16mm sound or silent film ... 35mm slide production equipment ... fully equipped art department, scenic and prop shops.
- TeleScript production aids ... TelePro rear projection units.
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BOOK REVIEWS

■ *"Television and Radio News" by Bob Siller, Ted White and Hal Terkel, McMillan Co., New York, 224 pp.; $5.95.*

A guide for radio and television newswriting for both beginner and veteran alike based on numerous nation-wide compilations on the gathering and disseminating of facts to a mass media. The authors, veterans in the field of radio-tv news, have put together a work providing the student and newcomer with basic knowledge necessary to launch his career. It offers the professional new ideas drawn from practices of stations and networks across the country.

The reader learns of the exacting process of bringing the news to the eyes and ears of the public, the problems involved and how they are solved. Samples of actual scripts are used to illustrate clarity and how to make them most effective to the audience.

It is a timely work—and an important one—when you realize that in 1959, United Press International sold its news services to almost one third more broadcasting stations than newspapers, proof that radio-tv news has become a power to be reckoned with.

■ *"Mass Communications" (Second edition) edited by Wilbur Schramm, U. of Illinois Press, Urbana, Ill., 695 pp; $6.50*

Since publication of the first edition in 1949, the medium of television has come of age. It is this development and the changes in mass media which tv wrought that make a revised edition of this book desireable.

Essentially, *Mass Communications* is a collection of writings selected and edited by Mr. Schramm, who is director of the Institute for Communication Research at Stanford U. It approaches its subject from the viewpoint of the social scientist. In this second edition more than a dozen new essays have been added and new, up-to-date statistical tables have been included.

In his concluding chapter, Mr. Schramm asks the question, "Who is responsible for the quality of mass communications?" His answer — a "discriminating public." He sees the public's responsibility as being that of an "active, discriminating audience" making its needs known to the media. "To the extent that the public is less than a full partner, government and media will fill the gap . . ." Mr. Schramm concludes that if the public does not exercise its responsibility, "we deserve only what we get."

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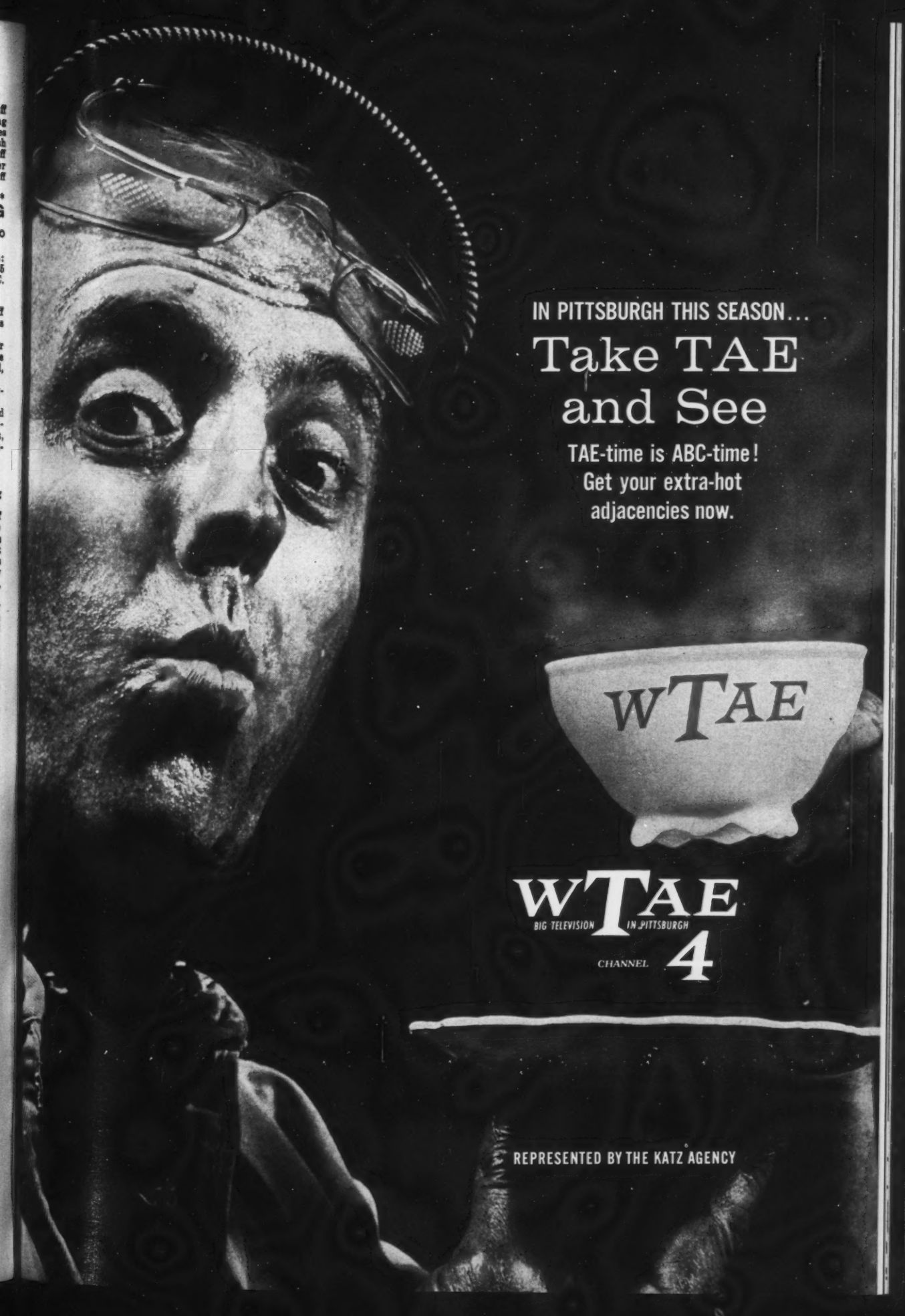
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—from management creed announced when WCKT took the air Sunday, July 29, 1956

In early June of this year, WCKT, Channel 7 in Miami, completed mailing its annual edition of the WCKT Public Service Report. It was entitled "NEEDS" and covered 1959. "NEEDS" was put in the hands of several hundred responsible South Florida citizens . . . leaders in education, religion, government, professions, labor and business. The half-inch book reported WCKT's efforts to meet the NEEDS of the COMMUNITY, NEEDS for EDUCATION, NEEDS of the SPIRIT, the NEED to be INFORMED, the NEED for an AIRING of ISSUES, and the NEED for NEWS.

Accompanying the 1959 NEEDS report, WCKT furnished these leaders a questionnaire, asking . . ."IN THE ORDER OF THEIR IMPORTANCE, WHAT ARE SOUTH FLORIDA'S GREATEST NEEDS AS OF NOW?"

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For a copy of the report and questionnaire, write to NEEDS, P.O. Box 38 M, Broadcast Key, Miami, Florida.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

September 12, 1960

Vol. 59 No. 11

BIG SWING TO INFORMATION SHOWS

In new tv network schedules: 190 prime hours for journalism

The television networks will fill $22 million worth of prime time with broadcast journalism in the 1960-61 season —more than double the volume of such programming in 1959-60.

Last season the three networks devoted a total of 84 prime hours, worth some $10.5 million, to information programming.

In the new season that is about to start about 190 of television's choicest hours have been set aside for information programming.

These calculations do not include the time that will be given to the Kennedy-Nixon debates or the hard news coverage of the political campaign to be carried between now and the Nov. 8 election. They do not include programs scheduled for time periods of lesser value in early evening or Sunday afternoon or any weekday daytime shows like the seven, high-budgeted Purex-sponsored specials for women that NBC-TV will air. Neither do these calculations include estimates of prime-time coverage of spot news events that cannot be scheduled in advance. They pertain only to journalism specials and series now scheduled for prime night-time presentation during 1960-61.

More than Promised ■ The 190 prime hours now scheduled go far beyond the minimums the networks promised to present when they agreed to the "Doerfer Plan" during the worst of the broadcasting crises last winter. At that time, acting on the suggestion of John Doerfer, then chairman of the FCC, the networks issued a statement of intention to broaden information programming at peak viewing periods.

BROADCASTING's estimate of $22 million for information shows in the upcoming season pertains only to the gross value of the time. The total amount to be spent by the networks for production cannot be accurately forecast. But some of the prestige shows will carry production budgets running up to $200,000.

Here are the king-pins of the networks' information shows:

CBS Reports on CBS-TV slotted in various prime-time hours twice a month, a total of 26 hours of programming; *Bell and Howell Closeup,* a series of 15 shows, 5 of them one-hour in length and 10 half-hours, a total of 10 hours on ABC-TV; *White Paper,* a series of six one-hour, once-a-month shows on NBC-TV; *Our Nation's Future* which starting Nov. 12 will program an hour-long live debate each week with the exception of the third week in which a half of the hour will be turned over to affiliates.

The Underwriters ■ Though as a rule public information programs are difficult to sell (BROADCASTING, April 25), a good many of the shows in prime hours will be sponsored this season. The money coming in from advertisers, while hardly placing the programming on a pay-as-you-go basis, will offset some of the program expense and facilitates station clearances. Some affiliates are reported to have resisted when asked by the networks to clear sustaining public affairs programs.

This is what each network will be programming in prime time public information:

On ABC-TV ■ ABC-TV's "Doerfer Plan" programming will consist of *Churchill Memoirs* on Sunday, 10:30-11 p.m. starting Nov. 27 and appearing weekly (production cost per show approximately $50,000), filmed by Screen Gems under ABC-TV's supervision and control, Bell & Howell sponsoring several in the series; and *Expedition* Tuesday, 7-7:30 p.m. starting Sept. 20 (programmed two weeks out of three), sponsored by Ralston Purina (show cost about $20,000).

In addition ABC-TV will carry 15 *Bell & Howell Closeup* programs. the first episode, "Cast the First Stone," dealing with prejudice and discrimination, will be broadcast Sept. 27, 9-10 p.m. The network also will have at least

Launching a series ■ In the first of this season's *CBS Reports* programs, Edward R. Murrow (1) discusses the Polaris Project with Rear Adm. William F. Raborn Jr., chief of Navy special projects, on the deck of an atomic submarine. Encouraged by the success of "Profile of a Missile" on this series last year, CBS-TV spent a year and a half preparing the sequel to be shown Sept. 29.

Bright prospects ■ On the strength of their sparkling performances in leading the popularity ratings during both conventions, Chet Huntley (1) and David Brinkley are slated for a monthly hour-long series of in-depth specials on NBC-TV, *The World of Huntley and Brinkley.* The team will spearhead that network's 1960-1961 thrust into the field of public affairs programming.

NEW STATUS FOR SERIOUS PROGRAMMERS

The emergence of information programs from "the Sunday afternoon ghetto" into prime time has brought to the fore the men who are in charge of such programming. With a heavy commitment to ambitious journalistic projects in the season ahead, the top public affairs specialists from each of the tv networks last week told BROADCASTING their overall plans and public affairs philosophies.

Directing CBS-TV's information programming schedule is Fred Friendly, executive producer of *CBS Reports*. Irving Gitlin, executive producer, creative projects, NBC News, is overseer of NBC-TV's public affairs specials. Thomas Velotta, vice-president for special projects, news and public affairs, shapes ABC-TV's plans in that area.

NBC's Approach ■ Mr. Gitlin paints a broad picture of new tv techniques and stimulated thinking in public affairs programming. On *White Paper*, to be narrated by Chet Huntley for example, the network will make use of "individual reporting with an emphasis on making the news." The U-2 show, he points out, uses the talents of 30 reporters (some are from NBC's staff, others are top newsmen and news specialists selected from around the nation). The topics to be explored are unusual but relate to daily experience, dealing with such subjects as "public relations boys," featherbedding, government by publicity and the American press.

On the intended use of animation with film and the selection of broad subjects from treatment in the *White Paper* series, Mr. Gitlin comments: "We realized tv's shortcomings formerly—if no pictures are available there's no program and no story. We must exercise our muscle as a journalistic medium—let people know what's going on and where they fit. We believe that we can do six such programs well. There's danger to overextending." (He estimates it takes six months' preparation for each *White Paper*.)

The Purex specials are also challenging. Programs will explore frigidity in women, religious intermarriage, the working mother, the widow with children and the single woman. These five and two repeats comprise seven daytime specials.

Another of Mr. Gitlin's ambitious projects is *Our Nation's Future*. In a live appearance before a live audience, two leaders will hold discussion-debates on the "cardinal issue of our time, using tv to stimulate debate and permitting the audience to participate." In this series, formal debate, informal discussion, audience questions and remotes ("to get a regional flavor") will be included in the format. On the week that a half-hour is turned over to affiliates, those stations can schedule a local follow-up debate on similar topics.

Friendly & Assoc. ■ Fred Friendly who with Edward R. Murrow formed a near-legendary team on the *See It Now* forerunner of the probe-in-depth tv journalism show, heads that network's priority series, *CBS Reports*. Mr. Friendly will again have Mr. Murrow and other top CBS correspondents (Eric Sevareid, Howard K. Smith, Bill Leonard and others) to draw from in the new season's efforts. He will also have a backlog of nearly a dozen *CBS Reports* from the 1959-60 series such as "Population Explosion" and "Biography of a Missile," both highly acclaimed.

Programs in the works include "Death on a Holiday", dealing with traffic accidents, filmed by five separate teams over the Labor Day weekend to be scheduled before the New Year's holiday; "Harvest of Shame," about migrant workers (this may be telecast in two parts); a depth report on the economy; an exploration of where the voting power lies in the country; a program on the drug business, and a new Walter Lippman interview.

Mr. Friendly deals with "portraits" in his *See It Now* tradition, uses 35 mm film in shooting because he likes the editing and mobility advantages. "Anything else is only semi-professional", he says.

During the interview he brought up his pet description of how he works in television: We use a 2,000-lb. pencil to report." The pencil encompasses 35 mm equipment, audio tape, camera and cameraman, lights, technical man and reporter. With this package unit, *CBS Reports* conducts its reporting cross country and abroad—"Can you imagine carting this poundage around the world?" he asks.

Mr. Friendly notes that in 1½ years his group has jumped from an assigned 10-11 shows per season to 26 (actually 20 or 22 originals, since some will be repeated). He recalls that in the peak season of *See It Now* his group scheduled but 9 one-hour shows.

'Tv a Must' ■ In quiet tones Mr. Friendly shows a passionate concern for the country's future: "How can a democracy compete with a monolithic government where one guy makes a decision? In a democracy when all of the people are as well informed as possible, there's prom-

four other one-hour documentaries in prime time next season.

On CBS-TV ■ CBS-TV's "Doerfer Plan" programming will include *Eyewitness to History*, a depth study of a current news subject, on Friday, 10:30-11 p.m., starting Sept. 30, full sponsorship for 52 weeks by Firestone Tire & Rubber, at a production cost of approximately $34,000 and *Face the Nation* on Monday, 10:30-11 p.m., starting Sept. 19 with Schick and Esquire (boot polish) co-sponsoring, and one-third of the time, every third week, turned back to stations.

The prestige series on CBS-TV will be *CBS Reports*, each program an hour long with the first, "Year of the Polaris" (story of the nuclear sub-launched ballistic missile), on Sept. 29 at 9:30-10:30 p.m. There will be at least 25 additional hours programmed through the coming tv year (a few hours will be repeats). Sponsorship starts in January when Olin Mathieson picks up the tab for at least 13 shows and may buy more. As set, *CBS Reports* will come up with a new show every two weeks. Production cost per show will vary in the range from $50,000 to over $100,000.

Other CBS-TV prime-time public information program plans for the season include a group of at least three one-hour *Tomorrow* specials (first entitled "Thinking Man" on Oct. 26) sponsored by American Machine & Foundry. A special on education (and produced by a *CBS Reports* unit) is called "Influential American" and will be sponsored by General Electric in the Nov. 13, 9-10 p.m. period.

Another: Travelers Insurance's "Actuality Revue" on Oct. 24, 8:30-9:30 p.m.

Two specials, *William Holden's Hong Kong* and *The Hatemongers*, each of which runs an hour, may be slotted. CBS-TV is seeking sponsorship.

On NBC-TV ■ NBC-TV will have a new look under the public affairs regime instituted by Irving Gitlin, formerly with CBS-TV and now executive producer, creative projects, NBC news

ise. All media ought to be informing people—and tv is a must on this road. It seems tv is here at this moment just when needed most."

He and Palmer Williams, associate producer, estimate a "nominal" story can take as short a preparation time as eight weeks, but there are stories such as the financial report that's been a year in the making and Polaris has taken a year and a half. *CBS Reports* has five camera crews, expects to expand to six. Notes Mr. Friendly: "As much goes into each report as in the writing of a book. As for our story selection, it is by the seat of our pants.

ABC-TV's 15 Documentaries ■ Back in February ABC-TV, as part of its news and public affairs expansion, appointed Thomas A. Velotta vice president for special projects, news and public affairs. Mr. Velotta has been working closely on *Closeup* with John Daly, vice president in charge of the department and narrator of the 15-show series.

Programs set include "Cast the First Stone" on Sept. 27, documenting racial prejudice and discrimination in the North, and four other shows titled "The Money Raisers" (charity collection business); "Caribbean Crises" (on Haiti and Venezuela); "Troubled Water" (pollution of American water resources) "What's the Proposition" (How an indifferent electorate can ratify propositions by default by indifference), the last named on Nov. 3, before Election day, and two untitled programs, one studying featherbedding, and the other Africa.

As many as four camera crews (contracted from Telenews) are at work on a single day, Mr. Velotta reports. "We select topics which meet certain requisites—for example, can they be informational, are they subjects of great concern to the American people and do they affect the lives of a great many people?"

Indicating how far in advance research must begin on a "depth program", he noted that for an as-yet-unscheduled *Closeup*, ABC-TV has been shooting film in the Congo for some time.

All networks report generally the same "pool" for additional people needed to staff the increased activity in the area of public affairs. Most are taken from the news areas. Mr. Velotta noted that each of his seven unit producers at one time served as an editor in ABC News.

MR. FRIENDLY

MR. GITLIN

MR. VELOTTA

and public affairs. The "Doerfer Plan" program will be filled by *Our Nation's Future*, Saturday, 9:30-10:30 p.m. (a half-hour on every third week turned over to affiliates for local public service programming), starting Nov. 12. It will feature discussions-debates by national and world leaders.

Another Gitlin-developed series on NBC-TV will be *White Paper* (production cost per show $100,000 and over), which will open Nov. 29 with the first (on the U-2) of a planned six (one a month) for the season. This program will be on film (and also using animation techniques). Neither *Paper* nor *Nation's Future* has found a sponsor.

Purex will back five nighttime specials on NBC-TV, two of them *Project 20* shows in the broad public information category, the other three skirting the entertainment program area (dramas based on incidents in the lives of real people).

A special "Story of a Family" will be slotted by NBC-TV in a prime hour on Nov. 14 and will recap the story of the country by concentrating on episodes in the life an an American family. A group of four shows, *Journey Into Space*, that would be programmed along the idea of "Project Echo," half-hour documentary in prime time, are contemplated and are being offered for sale to advertisers (BROADCASTING, Aug. 29). These are under the aegis of Julian Goodman, NBC director of news and public affairs.

A top prime-time, hour-long program now under development but not yet proposed to agencies for possible sponsorship in the new season is *The World of Huntley and Brinkley*. This program presumably would be slotted once a month and would utilize the talents of the two commentators who starred for the network in political convention coverage this summer.

Still More Information ■ Aside from the heavy commitments in prime time, the networks will continue carrying a big volume of information shows in other periods.

NBC, for example, has a new series

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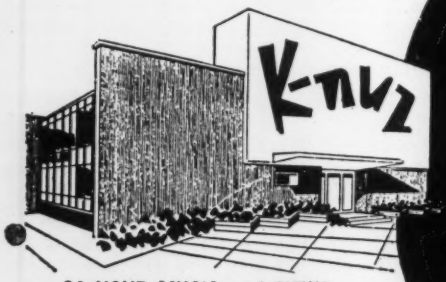

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of seven, high-budgeted Purex-sponsored *Specials for Women* that will start Oct. 14 in the 4-5 p.m. period. The first show is "The Cold Woman" which will explore sexual and emotional frigidity in women.

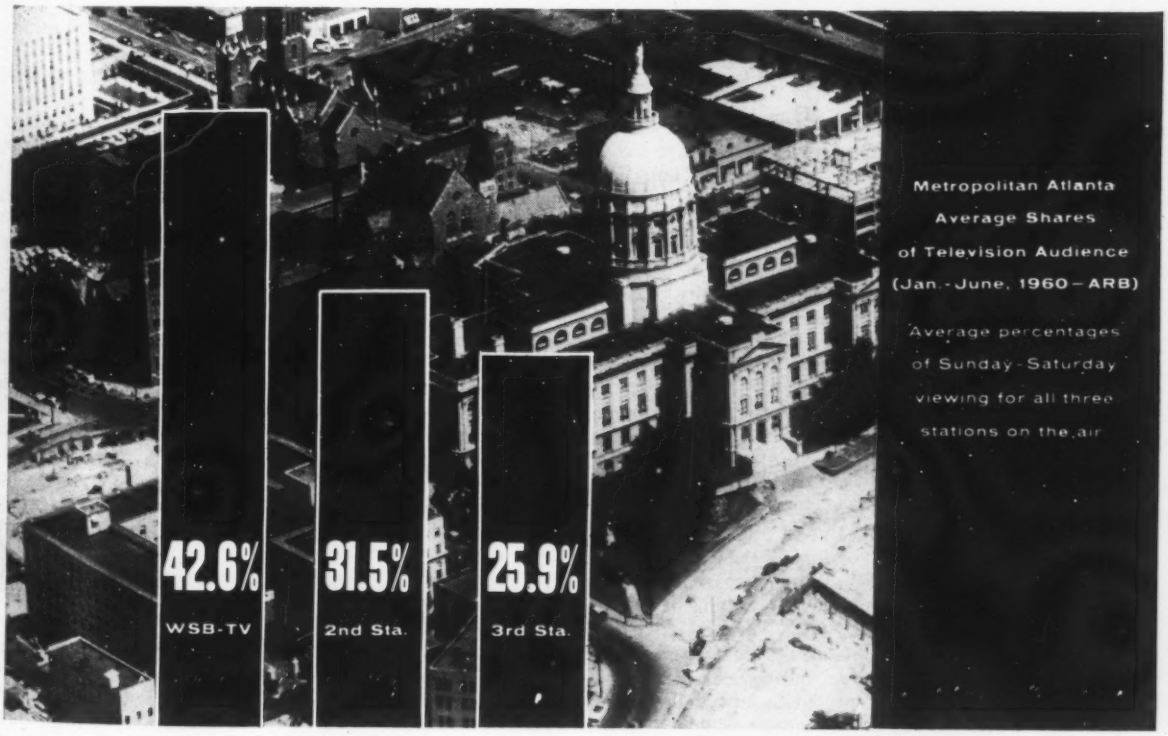
The top non prime-time shows would include among others *Meet the Press*, the *Wisdom* series (filmed interviews of top people in the news) and *Chet Huntley Reporting* all on NBC-TV; Prudential's continuing *Twentieth Century* weekly half-hour series, *FYI* and *Sunday News Special* (both cross-overs from news to public affairs) and *UN in Action* on CBS-TV; *Johns Hopkins File, College News Conference* and *Open Hearing* on ABC-TV. To these will be added the traditional year-end roundup specials.

These firm network plans for information shows are apart from all network's immediate concentration on politics in this election year. Expensive prime hours will be utilized for the Kennedy-Nixon all-network appearances, for various special campaign series and programs developed by each network, and preemptions paid for by the parties (see story, page 60).

Indomitable Sir Winston ■ *Churchill Memoirs* is ABC-TV's prime prestige entry in tv journalism. The series will be filmed by Screen Gems at an approximate production cost of $50,000 per show. It will be seen Sundays from 10:30-11 p.m. starting Nov. 27. Bell & Howell, photographic equipment manufacturer, will sponsor several of the episodes.

WSB-TV dominates the bigger Atlanta market

WSB-TV is biggest in Atlanta, Georgia . . . and Atlanta is bigger than ever. Confirmed 1960 census figures show *over one million* people living in the metropolitan area. And month after month more of these people watch WSB-TV. Latest ARB figures, for January through June, 1960, show WSB-TV average share of audience from 9 a.m. 'til midnight at 42.6%—and Atlanta is a 3-station market. This proved preference for one station is sustained by superior local programming, top news service, staff work of unexcelled professional quality, and 12 years of viewing loyalty. More than ever greater Atlanta is the *big market* in the booming Southeast, and your advertising belongs on WSB-TV.



WSB-TV channel 2 in Atlanta is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edward W. Petry & Company. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton

Chrysler line ■ The photographer purposely blurred this photo of seven of the new Chrysler Corp. models previewed in Miami last week. None of the new lines will be shown in public until next week. From left: the Imperial, Chrysler, DeSoto, Dodge, Lancer, Plymouth and Valiant. Not shown: the Dodge Dart, a big seller in 1960.

HOW CHRYSLER AIMS FOR RECOVERY

It will back its hot new models with strong radio-tv campaigns

Chrysler Corp., after a model year of sales successes tempered by management trouble, plans extensive use of radio and television to augment the former and eliminate effects of the latter.

Eight new lines of 1961 cars with a total of 92 models in all price classes were unveiled in Miami Beach, Fla., last week to 125 radio-tv newsmen and to the press. Chrysler enters the new model year with this basic philosophy: Dynamic marketing can give the nation a push ahead to greater prosperity. Chrysler will use the arts of promotion and persuasion to acquaint the public with its new models and to motivate the purchase of cars.

To start this dynamic approach, Chrysler used the devices of broadcast production as new models were previewed in a two-day spectacular. It recreated a political convention with a howling chairman, demonstrations, nominating speeches, floor rough-housing, speeches (short) and its version of a Huntley-Brinkley team high up in an elevated booth.

All the new models will be unveiled to the public Sept. 28 on NBC-TV as Chrysler Corp. resumes last season's successful Fred Astaire spectaculars. "That's a lot to do in a few commercial minutes," one top executive said. Several Astaire programs are planned.

The Image Problem ■ During the two dramatic days, an annual specialty of Chrysler at new-model time, top company and agency officials privately voiced their concern and embarrassment over the public image created by the induced resignation of former president William C. Newburg, charged with owning interests in two supplier companies. They are harassed, too, by stockholder suits for receiverships. These suits brought corporate retaliation in the form of $30 million in counter suits.

What is Chrysler doing about this public-image problem?

From an advertising standpoint: nothing. Except, of course, to make sure its corporate house is clean and to try to sell more and better cars. Chrysler figures the best way to improve its image is to build good cars and sell a lot of them.

At the management level there appeared a general belief that no observable impact on car sales had resulted from the extensive publicity given the Newburg incident. It didn't do any good, they admit, but no official would concede there was proof of harm to the selling effort.

Leo Burnett, head of the agency bearing his name, said: "We're letting nature take its course in Chrysler institutional advertising." And Robert E. Anderson, Detroit vice president of BBDO (Dodge), added: "No creative agency planning has been affected by these corporate developments."

Mr. Anderson said: "You in broadcasting have had a lot of bad publicity in the last year. Yet the payola charges involving specific stations and networks have had absolutely no effect on our buying of radio and television."

While Chrysler has ridden out the period of bad publicity, it has been riding the impetus of two highly satisfying developments:

■ The corporation increased its share of the American-built car market by 25% in a year, rising to 15.8% of the market.

■ It introduced the second-ranking compact (Valiant) and enjoyed outstanding success with the new Dodge Dart, a competitor to Plymouth.

Now Chrysler enters the 1961 model year with a second compact (Dodge Lancer); a completely overhauled nonfinned Plymouth; gas economy; a brand new six-cylinder engine with matching transmission; unitized bodies, successfully installed in 1960 models; alternators in place of generators, and many changes in styling.

The Tv Job ■ Because of the styling and model changes, Chrysler will place emphasis on visual promotion at first in an effort to impress new lines in the public mind. This should mean some increase in television. Radio will be used extensively, especially at the dealer level, to clean up used-car and 1960 model inventories. It will be used also as new models are brought out and then more extensively on both a national and local basis.

The calendar year 1960 will be the second largest automotive year in history (BROADCASTING, June 20). Chrysler executives have watched the public's demand for low-priced cars and the newer compacts, and the main 1961 emphasis will go into this field.

Here is the national agency lineup for 1961 models:

BBDO—Dodge Polara (medium-priced), the successful Dart (low-priced), Lancer, a new compact, and trucks (Dodge and a new Dart line).

N. W. Ayer & Son—Plymouth, DeSoto and Valiant.

Young & Rubicam—Chrysler (three

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"Dialing for Dollars", on the air Monday through Friday, reaches an average weekly audience of over 423,900 ADULTS*. And **"Dialing for Dollars"** has its own "built-in" rating system! For example: during the week of August 1, 1960 there were 8 winners out of 15 calls placed. An amazing record for a morning (9:40 - 10:00 A.M.) show in a metropolitan area of over 400,000 telephones listed!

Want more information? We've got all the facts you need to convince yourself that **"Dialing for Dollars"** is an important TV Buy!

For best results in Baltimore check *all* of the New Season availabilities on WMAR-TV . . . the station that offers you MORE in this huge 3-Station Market!

*ARB June 1960.

COMEDY IN THE MORNING

"THE PEOPLE'S CHOICE"
Starring Jackie Cooper
Mon. through Fri. 9:00-9:25 AM

"NOT FOR HIRE"
Starring Ralph Meeker
Mondays 6:30-6:55 PM

ACTION IN THE AFTERNOON

In Maryland Most People Watch

WMAR-TV

Sunpapers Television • Baltimore 3, Maryland

Represented Nationally by THE KATZ AGENCY, INC.

CBS TELEVISION NETWORK

CHANNEL 2

Dodge planners ■ In photo above, impetus of biggest year in Dodge history was reflected among advertising executives as they reviewed media program at Miami Beach news preview of 1961 models. L to r: John McKee, BBDO vice president and Dodge account supervisor in Detroit; Charles Brower, BBDO president; W.D. (Pete) Moore, Dodge director of advertising and sales promotion; Robert E. Anderson, BBDO Detroit vice president. Dodge introduced a compact, the Lancer.

Seated (l to r): Jack W. Minor, P-D-V marketing director; Harry E. Chesebrough, Chrysler Corp. vice president and P-D-V general manager; Warner Shelly, Ayer president. Standing: Brudon S. Greene, Ayer vice president; Louis T. Hagopian, Ayer account executive, P-D-V; Richard T. O'Reilly, Ayer vice president in Detroit.

P-D-V media pickers ■ In photo at right, six officials of N.W. Ayer & Son and Plymouth-DeSoto-Valiant division discuss 1961 model advertising at Miami Beach last week.

models) and the top-of-the-line luxury Imperial.

Leo Burnett Co.—Chrysler Corp. institutional.

Meltzer Adv.—Simca, small import.

Broadcast Share ■ The total Chrysler Corp. advertising budget has been running 15% to 20% radio-tv in recent months. It had been higher last winter; it probably will rise before yearend, depending on sales trends and availability of attractive time purchases. Should a new tv show strike a popular note, Chrysler might want to sponsor it.

Chrysler's agencies have drawn advertising plans for the rest of the calendar year. They are working on 1961 advertising as the fourth quarter approaches. Radio spots, recorded and script, have been prepared for national, regional and local use, and television plans embrace both network and spot promotion.

Radio and tv spots will be used heavily for the new Lancer compact as well as the rest of the line. Chrysler feels the public has been conditioned to compacts as a result of the industry's 1960 introductions. The 1961 advertising schedules will again utilize radio's flexibility, judging by early thinking at Chrysler.

Dodge is Strong ■ Dodge is in a happy position, with no cleanup problem. No sales incentives were needed during the summer, according to W. D. Moore, director of advertising and sales promotion. Dealers generally are happy, and the division's dealer organization is a strong one. A lot of local and regional radio and tv time was used during the summer "to maintain dealer momentum," he explained. Sales of Dodge cars are up a huge 150% over 1959.

The medium-priced Dodges ran about a tenth of total division output. This line has been cut to one model, the Polara. Two different approaches will be used for Dodges low-priced Dart and new compact, the Lancer. The Dart will be advertised as a standard family car appealing to a broad segment of the public. The Lancer will be featured as a spirited car for younger people, sportier than the Valiant, Chrysler's first compact. A big Charger 225 motor is optional in the Lancer.

Dart, like Plymouth, has been sharply changed and is pulling away from Plymouth specifications, with strong visual revamping. Dodge Div. will have Lawrence Welk on ABC-TV every other week, plus the usual cross-commercials on in-between weeks. Spot radio in 1961 is likely to exceed purchases in 1960 when radio was used to a healthy degree.

BBDO has prepared two types of tunes for radio spots, reflecting the youthful personality of the Lancer and the "new neighbor" aspect of Dart. Dodge tv spots will be available to dealer groups during the autumn. A new line in 1961 is the series of Dart trucks.

N. W. Ayer is buying radio spot in key markets for Plymouth-DeSoto-Valiant division. *Garry Moore Show* resumes Sept. 27 on CBS-TV, 9-10 p.m., alternate Tuesdays. *Diagnosis Unknown,* Garry Moore summer replacement, ran eight weeks. An action-adventure series, *Mr. Garlund,* starts soon on CBS-TV, alternate Fridays, 9:30-10 p.m.

In the Chrysler realignment of product last year, giving dealers wider model lines, Plymouth sacrificed an estimated one-third of its sales to Dodge's parallel Dart. The dealer structure was revised and Plymouth sales-per-dealer rose 37% in the 1960 model line as well as calendar year. Plymouth was the first major to start production of 1961 models, getting under way Aug. 1 following three years of planning, division officials said.

Air Angled ■ The large delegation of radio-tv newsmen at Miami Beach received custom-built publicity kits containing time-cued scripts for films and radio tape. Tv still art appeared in a 4x3 aspect ratio. Industry newsmen spoke highly of the institutional publicity sent stations by Chrysler Corp. They described it as appealing and extremely soft-sell in brand-name references, with public service emphasized.

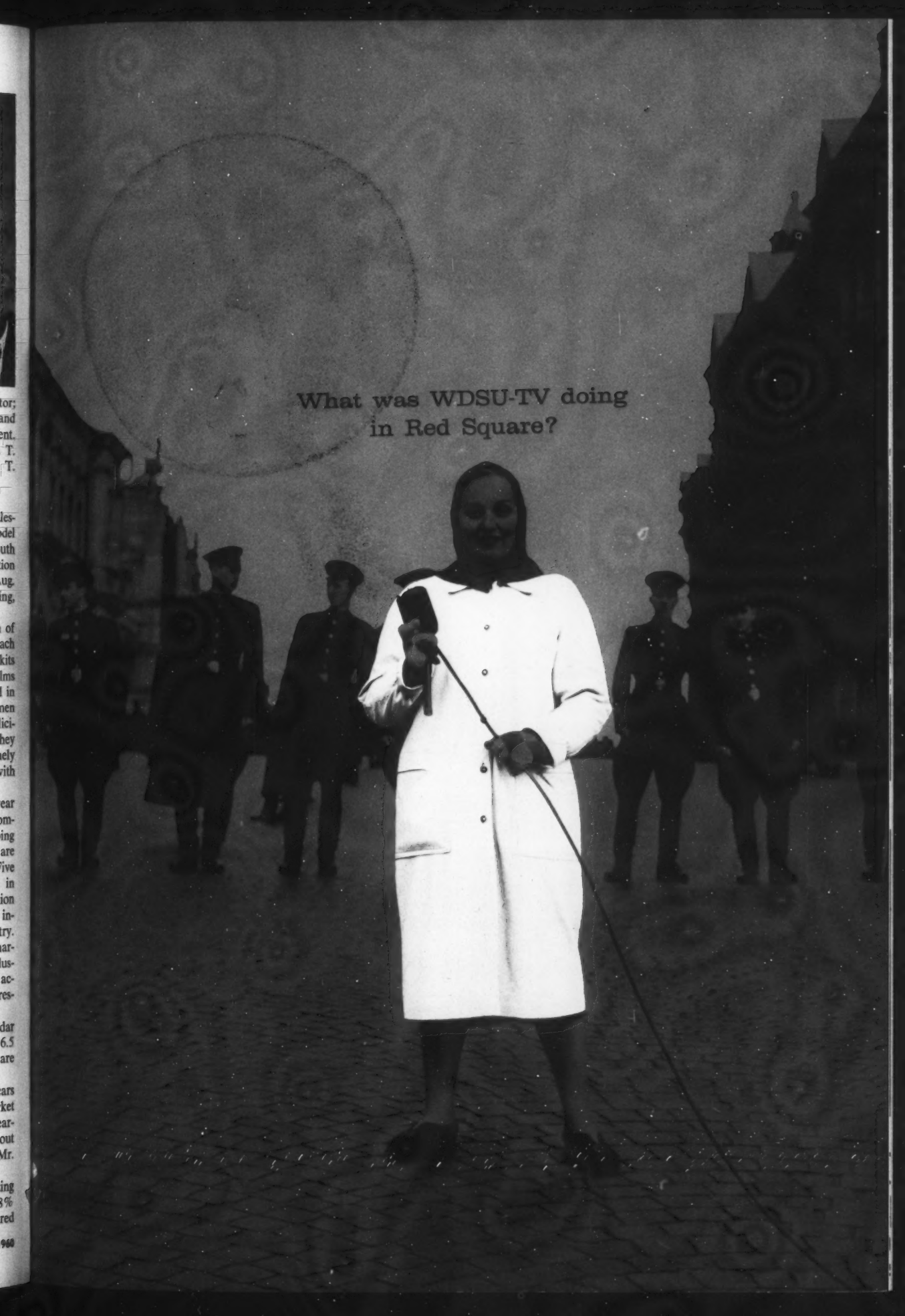
Chrysler enters the new model year with the knowledge that four new compacts will be on the market as sweeping style and engineering changes are planned by most manufacturers. Five new American-built cars appeared in the 1960 model year. The introduction of nine new models in this two-year interval is unprecedented in the industry.

European builders' share of the market is shrinking as the American industry meets the small-car challenge, according to L.L. Colbert, Chrysler president and board chairman.

The 1960 retail market (calendar year) will reach and perhaps pass 6.5 million cars of which a half-million are foreign.

In the last five years low-priced cars increased from 55.4% share of market in 1955 to 74.9% currently. By year-end low-priced cars will be selling about 80% of the market, according to Mr. Colbert.

With its 1960 models emphasizing low cost, Chrysler accounted for 15.8% of American-built car sales compared


What was WDSU-TV doing
in Red Square?

Moscow, May Day, 1960.

Networks, newsreels and the press reported the bristling display of massive power which is May Day in Moscow —but New Orleans viewers got the picture through the eyes of their own Terry Flettrich, WDSU-TV Woman's Editor. Through films and commentary jetted to New Orleans they learned the reaction of their Russian counterparts, the men and women in the streets.

Bimini, Bahamas.

The facilities of WDSU-TV were called on by NBC to cover the color and excitement of the International Tuna Tournament in the world's first over-water telecast. Not only New Orleanians but the whole nation got the picture from WDSU-TV.

New Orleans.

The only television camera in St. Louis Cathedral as President Charles de Gaulle knelt to pray was put there by WDSU-TV. The nation got the picture—this still —from a wire service. New Orleanians got the picture —live—from WDSU-TV.

Poplarville, Mississippi.

A town in the bitter turmoil of a lynching—and the mobile equipment of the WDSU-TV news department was first on the scene. New Orleanians got the picture in authoritative, sober detail from WDSU-TV.

New Orleans.

The day you read this, WDSU-TV is presenting another of its Peabody Award-winning editorials. New Orleanians look to WDSU-TV to give them the picture behind the news through thoughtful interpretation and incisive, informed opinion.

New Orleans.

The Eastland Committee hearings. Ever since WDSU-TV was the first to televise the drama of a congressional committee in action—the Kefauver Committee, 1950—New Orleanians have turned to WDSU-TV to get the picture *as it happens.*

In New Orleans

WDSU-TV

gives you the picture
—with a 12-man news department,
largest in the South

JAMES GORDON BENNETT

could have been the "firecracker" of WPTR

Bennett coined the word "fire-crackers" for his editorials in the New York Herald over a century ago. He could be writing WPTR's radio editorials today. They're just as explosive.

Bennett said what he thought without fear. WPTR feels that same obligation and follows that tradition of independence in every editorial broadcast over its air. Perhaps that's why it has become recognized as one of the outstanding news stations in America. Perhaps that's why more people listen to it than to any other station in the market according to Pulse. Perhaps that's why they trust it so much as well.

The proof is simple and nobody says it better than an advertiser. At the local level WPTR carries more advertising than the next three stations combined. At the national level—WPTR sells more total time than the next 2 facilities put together. If you want to build a fire in this market—nothing will do it faster and better than WPTR.

See your EAST/man for full details. Foster & Creed, in New England.

WPTR 50,000 WATTS
ALBANY-TROY-SCHENECTADY
Duncan Mounsey, Exec. V.P.—A division of SCHINE ENTERPRISES.

to 12.3% a year ago. In 1961 Chrysler is out to recapture the 20% share of American car sales it used to enjoy.

Facing a Problem ■ In meeting head-on the problem of Chrysler's public image, Mr. Colbert said business management must discharge the basic responsibility of showing a profit on investment but at the same time "must serve customers and observe the canons of good taste, good faith and simple integrity."

The first thing Chrysler did when it suspected conflicts of interest in the front office, he said, was to get the facts and then act swiftly. Outside counsel was named to work with corporation counsel and accountants. The facts called for "drastic decision and action," he said. This was taken.

Then stockholder suits were launched, with Chrysler retaliating by filing $30 million in libel actions against the suers on the ground they were destroying confidence of dealers and stockholders.

All this forced Mr. Colbert to resume the presidency in addition to board chairmanship. In any case, the whole organization is determined to protect names and prestige built up over nearly four decades. "Television had its scandals," one official said, "but seems to have survived them."

Mr. Colbert said Chrysler's gains have been made in the low-price class, now dominating the market. A fourth of the nation's more than 50 million homes do not own a car, he said, and Chrysler is interested in that market. Two out of every three sales of new cars are normally made to customers owning cars less than five years old, totaling 27 million cars, which he termed "a broad target for salesmen to shoot at."

"All of us are going to do everything in our power to keep the customer confident about the future and enthusiastic about our products and services," he added.

Burnett of Burnett ■ Board chairman of agency handling Chrysler Corp. institutional account, Leo Burnett, smokes an after-breakfast Philip Morris cigarette, a client's brand, as he waits for L.L. Colbert, Chrysler president-board chairman, to speak at last week's Miami preview of Chrysler new models.

■ Agency Appointments

■ Allegheny Pepsi Cola Bottling Co. appoints W.B. Doner & Co., Baltimore, to handle all advertising, merchandising and public relations. Allegheny's Pepsi Cola and Cloverdale beverage franchises cover sections of Maryland, Pennsylvania, Delaware and Virginia.

■ Haus Neuerburg K.G., Cologne, Germany, names Frankfurt, Germany, office of Foote, Cone & Belding, to handle $750,000 Guldenring cigarette account.

■ Bond Stores Inc., Chicago, appoints Wade Adv. Inc. to handle its West Coast advertising.

■ Grant Adv., Chicago, has resigned Swanson's Cookie Co. (Archway cookies) account, effective immediately. Company spends about $120,000 in advertising and uses network and spot radio, with headquarters in Battle Creek, Mich.

■ Warner-Lambert Products Div. of the Warner-Lambert Pharmaceutical Co., N.Y., appoints Grey Adv., to handle a new test product.

■ Sunkist Growers, L.A., has appointed Leo Burnett Co. to handle all Sunkist fresh fruit advertising in Canada, starting Nov. 1. Burnett, which was recently named to handle Sunkist fresh lemon advertising in the U.S., succeeds Spitzer & Mills as Canadian agency for Sunkist. Foote, Cone & Belding is the major agency for Sunkist domestic advertising.

■ Bauer & Black Div. of Kendall Co., Chicago, appoints Tatham Laird, that city, to handle advertising of a new product not identified, effective immediately. Leo Burnett handles remainder of account, which uses radio and tv.

■ Spencer Press Inc. (publisher of *American People's Encyclopedia, Our Wonderful World, The Children's Hour*), Chicago, has shifted its account from Reach, McClinton of Illinois to Phillips & Cherbo. The company also handles sales of Columbia records to schools and libraries.

■ Kenyon & Eckhardt, Ltd., Toronto, named to handle a new Nestle product, Keen, an instant lemonade that is being test marketed in Ontario. Media plans have not as yet been formulated.

■ Five-client addition has been reported by H. William Bernhardt Inc., international advertising and public relations agency, Geneva, Switzerland. Agency was formed after April 1 when Dolan & Bernhardt Inc. ended a partnership, with Patrick Dolan merging his London agency (Dolan, Ducker, Whitcombe & Stewart) with BBDO. New accounts are British-American Tobacco Co. Ltd.; Lear Inc.; Mecabel (diesel engines); *Newsweek* magazine, and Chesebrough-Pond's (lip ice). Agency also handles a share of the TWA account in association with Foote, Cone & Belding in Switzerland, France and Belgium. Agency says it now has raised its billings by $250,000.

Air rifles take to tv

Children between ages 3 and 14 who don't already know about guns from watching tv westerns are going to be exposed to a saturation sell starting Oct. 31.

Daisy Mfg. Co. (air rifles, ricochet sound smoke rifles, "spittin' image" six-gun holsters), Rogers, Ark., has purchased a substantial spot announcement campaign in the nation's top 50 markets for a seven-week period. The business was placed through L.W. Ramsey Co., Chicago.

Some 1,000 spots will be slotted in high-rated children's shows and other prime time periods on stations with a claimed 97.1% reach of all U.S. tv homes, according to Cash Hough, president of the B-B gun company.

The campaign will run through Dec. 17. The tv drive is part of a "triple sell" promotion, described as Daisy's biggest advertising campaign in 74 years. Norval B. Langworthy, Ramsey vice president, is account supervisor for Daisy.

SOME IDEAS FOR IMPROVING SPOT

AAAA suggests ways for making radio-tv spot buying easier

"What broadcasters should do to make spot radio and television easier to buy, more productive and apt to be bought in larger quantities."

That's not the exact title, but it summarizes the announced purpose of two booklets issued last week by the American Assn. of Advertising Agencies. One deals with radio, the other with television, and they're virtually identical in substance. The title: "Suggestions for the Advancement of National Spot Radio (Television) Advertising."

Establishment of a central reporting service to supply information on past schedules used by competing products, standard coverage measurements, standard formats for presenting market data, industry-wide agreement on audience-reporting services, standard rate-card forms and a renewal of agencies' long-standing plea for cash discounts are among the features endorsed in the booklets.

Observers who had a chance to study the "suggestions" said late last week that they found "nothing new and startling" in the proposals although they do recommend some procedures which many stations have either ignored or elected not to follow. Lawrence Webb, managing director of Station Representatives Assn., said he thought the booklets would be "of tremendous value so far as newcomers to the industry are concerned."

The "suggestions" were developed by the AAAA broadcast media committee, headed by Leonard S. Matthews, vice president in charge of marketing services for Leo Burnett Co., Chicago, and were approved by the AAAA board. The announcement compared them to similar statements issued earlier by 4A for newspapers and other print media.

Here are some of the highlights found in both radio and television booklets, aside from recommendations for use of standard procedures and/or formats in such areas as audience measurement, rate cards, availability forms, billing forms, prompt notification of time, programming and rate-card changes, etc.

Schedule Reports ■ "A record of the commercial schedules which have been broadcast on each station—by product classification and advertiser—is often a necessary part of planning an effective

Dilly Beans' sales don't dilly-dally

In its first month of radio and television advertising, distribution of Dilly Beans, "green beans politely pickled in vinegar and dill," has jumped from 25 to 1,500 cases per week.

Park & Hagna, New York, makers of "the edible swizzlestick," and its agency, Papert, Koenig, Lois Inc., credit the "astronomical" flood of orders to a spot schedule (around $50,000 worth) that began Aug. 1 in New York on WNTA-TV, WNBC-TV, WPIX (TV), and WQXR-AM-FM.

Even though the agency is using television 4-to-1 over radio in New York, the best audience and sales response is from 60-second announcements on WQXR, according to William Murphy, media director at PKL. Park & Hagna has also bought time on WRC-TV Washington, D.C., but sales results are still spotty at this time.

Jacquelyn H. Park, Park & Hagna's co-founder and advertising manager, who claims that Dilly Beans appeal to "creative, adventurous type" people, feels that fm and "sophisticated am" stations are the best media for her product. These stations will carry most of the Dilly Bean sales effort when they are marketed more extensively around the country. However, Miss Park says, television advertising is essential if the consumer is to develop an image of the product.

A typical WQXR one-minute commercial goes like this:

(Cocktail party sounds)

GIRL: Do you think Dilly Beans will replace peanuts and pretzels?

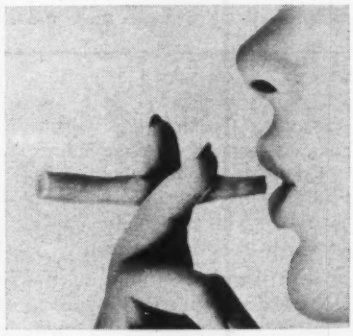
BOY: I never discuss politics.

ANNOUNCER: We will now have 45 seconds of music to eat Dilly Beans by.

MUSIC

ANNOUNCER: Dilly Beans are crisp green beans pickled in vinegar and dill. If your friendly neighborhood grocer doesn't have a jar—knock something off a shelf on the way out.

Park & Hagna is a two woman firm composed of 26-year-old former school teachers, who, in 1958, decided to market the pickled green beans that Sonya Hagna's mother had made for years at home in Marion, N.C. In Hammonton, N.J., they taught school during the day and pickled beans in their apartment at night. With the help of a second-hand truck, they peddled their beans to department stores in New York and Philadelphia, with little success. They decided to give up teaching and hit the Washington market with force. After several months of floundering the girls discovered that a Dilly Bean added just the right flavor to a Martini, dubbed the new drink "Dillitini," and the Dilly Bean was "made."



Smoke Dilly Beans ■ Still, above, pulled from one of the 10-second spots appearing on New York television on behalf of Dilly Beans, pictures a young lady heeding the advice of an announcer who bellows, "Break the smoking habit . . . Eat Dilly Beans!"

Miss Park told BROADCASTING that before Park & Hagna started advertising Dilly Beans, it had, among its small number of clients, one store in a large supermarket chain. Now, one month after the broadcast schedule began, P&H sells to about 75% of the chain's markets. Another chain store had such a rush on Dilly Beans that it ordered 150 cases two weeks ago and another 200 last week. When P&H first went into business in New York about a year ago, the firm convinced Bloomingdale's Department Store to buy four cases of beans. Since P&H's venture into the media, Bloomingdale's is ordering lots of 50 cases about every two weeks.

Mr. Murphy bubbled over the "spectacular and immediate results" of the broadcast advertising campaign. "One week before we initiated the schedule, nothing; the next week we couldn't answer the phone."

During the Spanish-American war, it was vitally important that President McKinley dispatch a message to Garcia, the Cuban revolutionist. Today, 61 years later, it's still a mystery how the American courier, traveling on foot through hostile, unknown country, delivered the message. There's no mystery about the way Balaban stations get your message through. Alert, lively programming and interesting personalities make Balaban the message-bringer of 1960. The word on your product or your service gets through to prospective buyers and sells consistently day after day, week after week with the Balaban stations ..... couriers par excellence.

A MESSAGE TO GARCIA

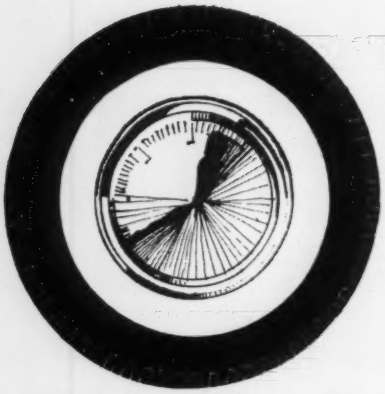
THE BALABAN STATIONS *in tempo with the times*

JOHN F. BOX, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc.

Sold Nationally by the Katz Agency



WJBK RADIO
IS
DETROIT

WJBK
DOMINATES
THE MARKET
ON WHEELS!
SATURATE with
low-cost
package plans
CALL KATZ
—today!

the **STORER** *station*
backed by 33 years of
responsible broadcasting

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week Sept. 1 - 7 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Sept. 1	Untouchables (9:30 p.m.)	ABC-TV	19.4
Fri., Sept. 2	77 Sunset Strip (9:30 p.m.)	ABC-TV	17.4
Sat., Sept. 3	Gunsmoke (10 p.m.)	CBS-TV	21.2
Sun., Sept. 4	What's My Line (10:30 p.m.)	CBS-TV	17.8
Mon., Sept. 5	Father Knows Best (8:30 p.m.)	CBS-TV	16.9
Tue., Sept. 6	Comedy Spot (9:30 p.m.)	CBS-TV	22.1
Wed., Sept. 7	U.S. Steel Hour (10 p.m.)	CBS-TV	21.7

Copyright 1960 American Research Bureau

broadcast advertising campaign. It serves as a guide to the degree to which competitive products or services are being promoted and may help to determine what stations will be used and the extent of the campaign.

"When agencies and advertisers need information on past competitive schedules the data is generally requested from each individual station by each individual agency. It would be simpler for stations to supply all information at one time to a central source to which each agency and advertiser could be referred. We recommend that such a central reporting service be developed, either as a private enterprise or as an industry-wide project."

Local and national rates—The suggestions omit any reference to a single rate for both classes of business, but assert that if there is a difference between the two then "it is essential that the broadcaster define clearly in his rate cards what kind of advertising is entitled to his 'local' rate and the kind . . . to which he applies his 'national' rate."

Co-op advertising—"Wide rate differentials lead some local advertisers to abuses in connection with cooperative advertising—abuses such as double billing, undisclosed minimum rates, brokerage and wholesaling of broadcast time, etc. Properly used, cooperative advertising has its place in our distribution system. But when cooperative advertising is abused, advertising funds are diverted away from advertising purposes; advertising effectiveness suffers; and advertising efficiency is lowered, resulting in loss of revenue to broadcasters, advertisers and advertising agencies alike."

Payment Dates ■ "Payment dates should allow the advertising agency reasonable time to collect from clients . . . Ordinarily the discount date should not be sooner than the 15th of the month following date of broadcast, and invoices and certificates of performance should be in the agency's hands at least 10 days prior to the payment date.

"If payment date is related to an invoice date, it should be reckoned from the postmark date of the invoice. The interval between mailing of invoice and payment date should be set with due consideration for time in transit to agencies farthest away from the stations' offices. Allowance for transit time should take into account weekdays or holidays that may intervene.

"Some agencies bill their clients from orders without waiting for media bills. Many, however, do not follow this practice and need at least 10 days from receipt of invoice to bill and collect from clients, and in turn pay media. When agencies and media are located at considerable distances from each other, unless air mail is used even 10 days may not be enough."

Cash Discount ■ "The advertising agency ordinarily cannot pay the medium until after it has collected from the advertiser. The reason is that the agency's obligations to media, on the average, are about six times its own total gross income. Few, if any, agencies can accumulate sufficient capital to finance expenditures of this size.

"Most advertisers are accustomed to paying their bills in 30 days or longer. For the agency to be able to pay the medium in 15 days, it must have that medium's help in offering the advertiser some incentive to pay in 10 days or less instead of 30. . . . The most effective incentive known is the cash discount—a percentage [editor's note: generally 2 per cent] of the net rate which the agency may deduct if it pays the medium on or before the due date.

"The agency passes the cash discount on to the advertiser if he pays on time. in the exact amount allowed by the medium. Thus the cash discount is not income for the agency. Nor does the cash discount reduce the medium's revenue, since the rate is customarily adjusted to allow for it. While this increases the gross rate, it does not influence selection of media since agencies base their cost estimates on after-discount rates.

"Thus the cash discount does not cost anybody anything—except the advertiser who pays late. .

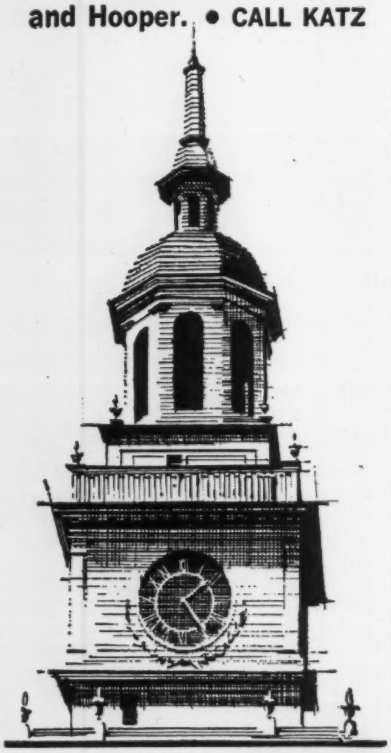
"Besides stimulating prompt payment by the advertiser, the cash discount gives the agency an automatic

HONDO
NOW FOR T.V.
JUST ONE OF THE GREAT
WARNER BROTHERS
"FILMS OF THE 50's"
FROM SEVEN ARTS
SAA
SEVEN ARTS
ASSOCIATED
CORP.
NEW YORK:
Union Carbide Building, 270 Park Ave. • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanit 6-1564

PHILADELPHIA

WIBG

The finest families in Philadelphia listen to WIBG. First in quantity, quality and on-the-air audiences, according to the latest Pulse and Hooper. • CALL KATZ



the **STORER** *station backed by 33 years of responsible broadcasting*

WIBG

RADIO 99

warning of possible shaky credit when an advertiser passes the discount. In a number of cases this has enabled agencies to secure payment before advertiser bankruptcy, while other creditors suffered losses."

Print Media ■ "The great majority of print media allow cash discount. The great majority of broadcasters do not. In billing clients, the agency ordinarily includes all media on a single bill: Each client pays the whole bill on time in order to earn whatever discounts are allowed. Thus most broadcasters get a 'free ride' on the cash discount that is allowed by most print media and some broadcasters. If more broadcasters allowed cash discount, the amount of discount on many advertisers' bills could be much larger and therefore much more effective than it now is. This would be especially true of advertisers whose appropriations are heavily allocated toward broadcasting."

On some subjects, AAAA treated radio and television differently, for example:

Multiple spotting—The tv booklet said that many agencies and advertisers feel commercial effectiveness is diminished "when a commercial has more than one other commercial adjacent to it, especially between programs." The radio book said they think this diminution occurs "when programs are interrupted for commercial announcements so often that it becomes irritating." Television broadcasters were urged "to limit the number of commercials in any one cluster;" radio broadcasters, "to limit announcements, regardless of length, to a certain number within each program." Both radio and tv stations were asked to specify these policies on their rate cards.

Rate protection—For tv, AAAA recommended one year's protection; for radio, one year "wherever feasible." In both cases it was noted that "less than one year's rate protection discourages the planning of annual campaigns. It causes some advertisers to set up abnormal reserves for rate increases, which, if not used, represent a loss of revenue to stations. Where no reserves are set up and rates are increased, cancellations sometimes occur." Radio stations were told, in addition, that "to reduce confusion and uncertainty in connection with advertising budgets" they "should consider scheduling the effective dates of rate changes with at least six months notice in advance."

NAB Codes ■ Both radio and tv stations were told that AAAA thinks they should recognize the NAB radio and tv codes, but they were told in different language and there was an additional caution to radio about (1) "commercials which are over-long, over-repititious or which interrupt programs at inappropriate times" and (2) "programs which are deemed by any considerable segment of the public to exert any undesirable influence, especially on children, or to be in bad taste, or to be over-commercialized, or to be interrupted for commercial announcements with irritating frequency." The radio booklet says "all stations should observe the spirit and letter" of the NAB Radio Code. The tv booklet states that "everyone connected with television advertising should recognize the sound objectives" of the NAB Television Code "and should seek to further its development and application as a means of preserving the effectiveness of the television medium." The tv booklet also includes a copy of the "AAAA Copy Code" and its "interpretation with respect to television commercials."

AAAA said copies of its "suggestions" were being distributed to radio and tv stations and to station reps, and that copies also may be obtained from AAAA headquarters, 420 Lexington Ave., New York 17.

Foiled again ■ One way to deal with a nagging wife is demonstrated above by Howard Morris who has swathed Pat Carroll in Alcoa foil. The moral of this flashy manuever is: You can wrap *anything* in heavy-duty Alcoa Wrap. The comedy team (once featured as husband and wife on the Sid Caesar show) last week began adding the family touch to a series of Alcoa commercials on *Alcoa Theatre* (NBC-TV). The filmed spots will also be used on the weekly *Alcoa Presents* (ABC-TV). In the commercial Mr. Morris goes berserk when his "wife" nags him and does the mummy bit with the aluminum foil.

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This ancient Indian pottery is a product of someone's innate ability . . . creativity. Here in the *Industrial Piedmont* the one station with the proven ability to create sales is WFMY-TV.

To sell the nation's 44th market* (44 counties, 17 cities in all) . . . where 2.3 million customers have $3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book

wfmy-tv
GREENSBORO, N. C.
"NOW IN OUR 11th YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit
SEAL OF GOOD PRACTICE
CHANNEL 2
CBS

ATLANTA
BILLION
DOLLAR
MARKET
WITH A
MILLION
PEOPLE

BIG MOVIES
+BIG AUDIENCE
= BIG SALES!

waga tv 5
CBS
CALL KATZ
the STORER station
backed by 33 years of
responsible broadcasting

Business briefly

Time sales

Backs football ■ General Insurance Co. of America, Seattle, through Cole & Weber Inc., that city, will sponsor a half-hour tv syndicated series of 13 programs called *National Pro Football Highlights* in some 60 U.S. and Canadian markets. The series will present what are considered the most important plays of the six National Football League games played each week. The action will be filmed by Tel Ra Productions, Philadelphia. Jim Leaming, sports director of WIP Philadelphia, will narrate the series and Tom Harmon, former football star, will be host for General Insurance.

Action in Philadelphia ■ Westinghouse has planned a $250,000 advertising campaign in the Philadelphia area to begin Sept. 26. In addition to newspaper and billboard ads, the company's plans include co-sponsorship of four Philadelphia Eagles pre-season football games on WCAU-TV; full sponsorship of 15-minute warmup shows preceding live telecasts of the full professional league schedule on WCAU-TV and co-sponsorship of all Eagles' games on WCAU-AM-FM. Saturation spot schedules have been purchased on WPEN-FM and WHAT-FM. The ads will promote Westinghouse's television and stereo high-fidelity products. Wermen & Schorr, Philadelphia, is agency on the account.

Macaroni order ■ Ronzoni Macaroni Inc., Long Island City, N.Y., is using tv, radio and subway posters in its three-media fall advertising campaign in New York and New Haven, Conn. The campaign, mapped by Mogul Williams & Saylor Inc., N.Y., includes: co-sponsorship of *The Phil Silvers Show* over both WNBC-TV New York and WNHC-TV New Haven, renewal of *Children's Theatre* on WNBC-TV, a metropolitan New York radio schedule of spot announcements highlighted by a new agency-created jingle and participations on Italian and Spanish language radio programs.

Savings, plan ■ Christmas Club, a Corporation, N.Y., which ordered its 1960 air time on Mutual 13 months ago, reports that its drive will consist of a 40-broadcast news program campaign for the four-week period from Dec. 1 through Dec. 28. Commercials are aimed at renewal of Club savings for 1961 at some 8,000 participating savings institutions. Agency for the account, which used spot tv before starting with MBS in 1958, is Ross Roy, Brooke, Smith, French & Dorrance, N.Y.

Food buys ■ Standard Brands Inc. (for Chase & Sanborn coffee products) and R.T. French Co. (for Worcestershire sauce product), both through J. Walter Thompson, N.Y., have ordered radio campaigns on Mutual. French renewed a cycle of newscast participations it had used during July and August, effective Oct. 10. Standard Brands ordered up to seven newscasts per week-day, also starting Oct. 10, but preceded by advertisements during the week of Oct. 3 on MBS' *Galen Drake* feature. In addition, the coffee advertiser bought Monday-through-Thursday participations in the week-night *World Today* program starting Oct. 3.

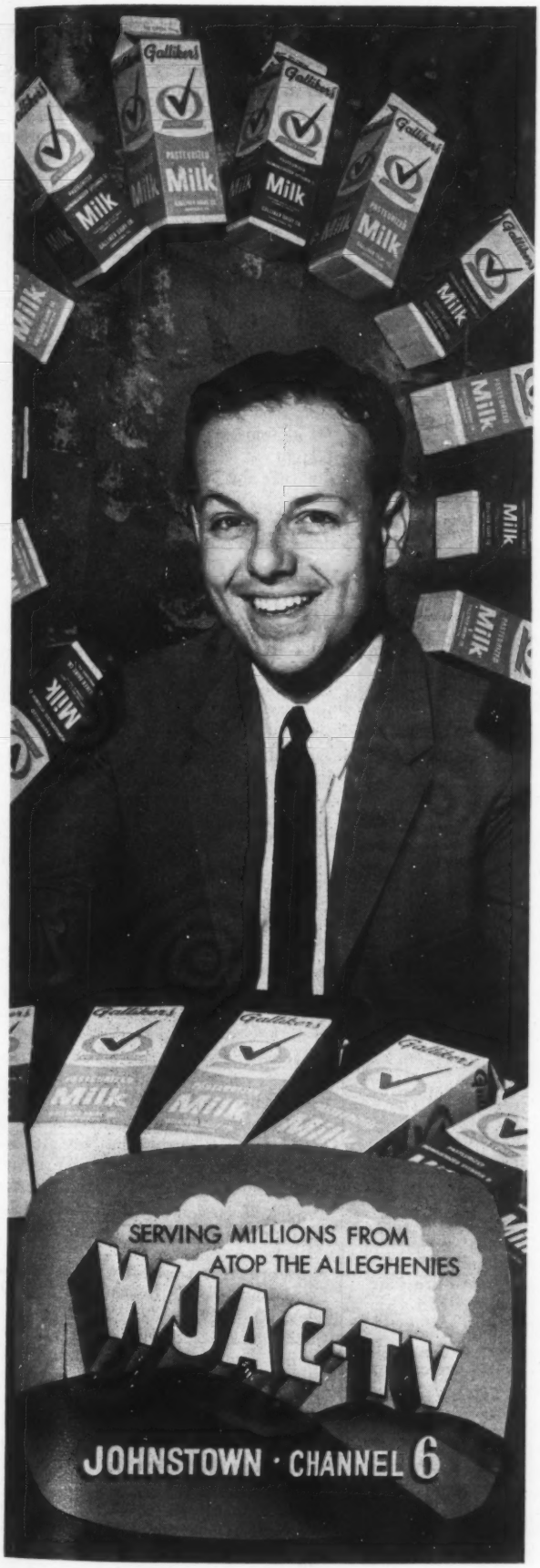
Fabulous 50 ■ Colgate-Palmolive Co., N.Y., has started a tv spot drive for its FAB detergent, using minutes and 10-second commercials in some 50 markets through Dec. 31. Agency: Ted Bates, N.Y.

Fore and aft ■ Burma-Vita Co. (Burma-Shave), Minneapolis, will tag on to ABC Radio's coverage of Notre Dame football games this fall with sponsorship of *ABC's Football Predictions,* 10-minute pre-game series, and *ABC's Football Scoreboard,* 10-minute post-game series. Both will be conducted by sports broadcaster Harry Wismer, starting Sept. 24 and continuing 10 consecutive Saturdays through Nov. 26. Agency: Bozell & Jacobs, Minneapolis.

Wraps off ■ Howard Clothes Inc., N.Y., started a three-month saturation radio schedule last week in 30 cities from Boston to Orlando, Fla. The campaign includes 130 one-minute spots per week in multiple station markets. Other stations in the Midwest may be

Umbrella ads

Advertisers' communications costs, sprawling upward at twice the rate of sales or profits, are going to force big companies away from single-product advertising to a corporate "umbrella" technique, J. Gordon Lippincott, industrial designer and marketing consultant, told the American Management Assn. Friday (Sept. 9). Promotion of a company's identity as the producer of a variety of quality brand name products, rather than single-brand promotion, will be the only economical way for mass marketers in the sixties, the board chairman of Lippincott & Margulies, New York, said. Consequently, the designer cautioned, advertisers will have to pay more attention to their corporate symbols and nomenclature.



STATISTICS

don't buy dairy products.....

PEOPLE DO!

Of course WJAC-TV believes in statistics. It's mighty comforting to know that current ratings by ARB and Nielsen show WJAC-TV to be the leading station in the Johnstown-Altoona Area. But mere numbers of people are not as important as their buying habits--and that's where the WJAC-TV audience really gladdens the hearts of advertisers. Mr. Lou Galliker, Advertising Manager of the Galliker Dairy Company, puts it this way:

> "Dairy products are a daily need of every family---and we look to WJAC-TV to sell the whole family on our brand. The more viewers, the more advertising impressions we get per dollar ---and viewer confidence and loyalty helps to make more sales per advertising dollar, too."

If you have a product you want to move, WJAC-TV will deliver the prospects--in big numbers, in ready responsiveness! Put WJAC-TV to the test now!

get the whole story from

HARRINGTON, RIGHTER AND PARSONS, INC.

In Steubenville, Ohio

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

WSTV-TV

CHANNEL 9

The lowest cost Television bridge to the Upper Ohio Valley's 5 Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

For Rates and Avails

- IN STEUBENVILLE: John J. Laux, AT 2-6265
- IN NEW YORK: Lee Gaynor, OX 7-0306

Represented Nationally by Avery-Knodel, Inc.

WSTV-TV CHANNEL 9
The Best of CBS and ABC
STEUBENVILLE—WHEELING
Represented by Avery-Knodel, Inc.

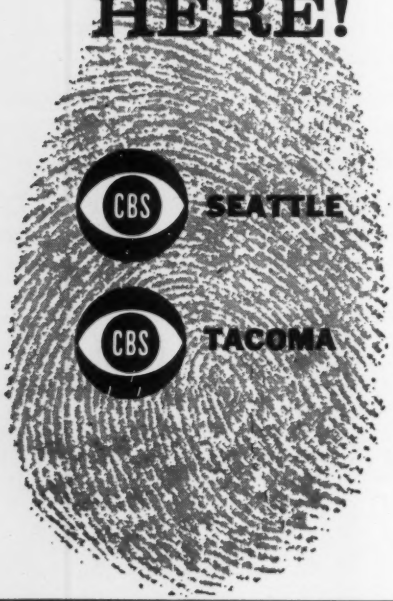
WRGP-TV CHANNEL 3
The Best of NBC
CHATTANOOGA, TENNESSEE
Represented by H-R

WRDW-TV CHANNEL 12
The Best of CBS and ABC
AUGUSTA, GEORGIA
Represented by Avery-Knodel, Inc.

WBOY-TV CHANNEL 12
The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA
Represented by Avery-Knodel, Inc.

KODE-TV CHANNEL 12
The Best of CBS and ABC
JOPLIN, MISSOURI
Represented by Avery-Knodel, Inc.

PUT YOUR FINGER HERE!



A MARKET BIGGER THAN PITTSBURGH
... bigger than Boston and Jersey City combined

The Puget Sound area served by KTNT-TV includes 1½ million people with incomes greater than the national average. Besides Seattle and Tacoma, there are four other major cities within this station's listening area.

Before you buy TV on the West Coast, get the complete KTNT-TV story from WEED TELEVISION.

KTNT TV CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

added later. Howard also is sponsoring or participating in sports and news programs in various markets and has tied-in promotionally with three teams in the new American Football League. The company will add 12 new branches to its 93-store chain this fall. Agency: Mogul Williams & Saylor, N.Y.

Chicago test ■ Tough retail advertising wall along Chicago's State Street was broken with the sale of long-term spot saturation packages by WNBQ (TV) to Henry C. Lytton & Co., department store, starting Aug. 29. Lytton bought a series of video tape recorded spots in color for use on the NBC-owned outlet, signifying a departure from the store's traditional preference for newspaper advertising. Spots were bought on test basis, with money coming at the outset from a special fund, it's understood. Production will be handled by WNBQ vtr sales department under William Huffman and business was placed through R. Jack Scott Agency, Chicago.

For the roosters ■ Massey-Ferguson Inc., Racine, Wis. (subsidiary of Massey-Ferguson Co. Ltd., Toronto—farm equipment), buys *Today on the Farm* on NBC-TV (Sat., 7 a.m. in each time zone), starting early in October (AT DEADLINE, Sept. 5). Agency: Needham, Louis & Brorby, Chicago.

Commercial tie-in ■ Advertisers General Mills and Westinghouse Electric Corp. and their respective agencies Knox Reeves and McCann-Erickson have worked out a new tie-in promotion for the fall that will involve scheduling of commercials on both radio and tv. Kernel of the promotion: $3 refund on the purchase price of a Westinghouse "buffet fry pan"—the refund certificate in a box of Bisquick. Westinghouse's broadcast support includes tv commercials on 205 stations Nov. 8 (election night) and on 200 radio stations, followed by a radio campaign in 26 major markets during the Nov. 16 and Nov. 20 weeks; General Mills' activity encompasses a spot tv "blitz" in the middle of November that will include 29 different 60-second commercials.

Network for snacks ■ Old London Foods Inc., N. Y., expands its network television starting Oct. 4 for its Fun Food snacks and melba toast. From its former one ABC-TV show participation (*American Bandstand*) last year, this fall the advertiser will be in four ABC-TV programs: *Beat the Clock*, *Who Do You Trust?*, *Day in Court* and *Love That Bob*. The tv campaign is expected to reach 12 million viewers each week and will be backed by a promotion and merchandising drive. Richard K. Manoff Inc., N.Y., is the agency.

4
food chains MUST be right about WDAY-TV!

Every important food chain in Fargo uses *big time* on WDAY-TV — on a year-'round basis!

This does more than confirm the judgment of the large *national* advertisers who use WDAY-TV. Because these big *local* advertisers don't have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station's effectiveness. These local advertisers *know* their market and its preferences. They just simply *can't* be wrong.

PGW has all the facts. Ask your Colonel!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

•

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

•

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

•

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

A NEW CIGARETTE

Radio-tv campaign will not up PM budget

Network and spot tv and spot radio will be cornerstones in the 50-state build-up this fall for Commander cigarette brand, a new king-size, non-filter brand made by Philip Morris Inc.

Although Commander's introduction will result in little additional broadcast spending, PM's current investment in half a dozen network tv programs, and tv-radio spot campaigns in the top 22 markets, will be utilized from Sept. 15 to the end of the year to establish the new cigarette. More markets may be added to the spot drives later in the year, a company spokesman said, but it's felt that the network program lineup will be sufficient to blanket the country. Leo Burnett Inc., Chicago, was assigned to handle Commander advertising.

CBS-TV carries all Philip Morris-sponsored shows: *Perry Mason, Rawhide, Dobie Gillis,* two *Douglas Edwards and the News* programs and the new *Route 66* network entry.

Philip Morris, which allocates approximately 60% of its total ad budget to broadcast media, was the fifth ranking tobacco company in total tv spending during 1959, and was the 18th largest spender in network tv. Commander's introduction in all major media involves multi-million dollar outlays during the remainder of 1960. During 1959, Philip Morris rolled $4,387,270 into spot tv and $8,595,078 into network tv.

New Announcer ■ Highlighted by the greeting, "Have a Commander . . . Welcome aboard," advertising for the new brand will project the "bright, nautical tone" set by its name and soft-pack packaging. Commercials and ads will also feature the brand's new manufacturing process—high velocity air jets which create Commanders on a revolving porous tape and vacuum-cleans the tobacco by rolling the leaf particles in the air. Raymond Der, a Broadway actor, has been signed as announcer for all Commander commercials. Mr. Der, who has never appeared in tv commercials before, is said to represent a departure from standard announcing techniques with his "unusual style of delivery."

Way the ball bounces ■ A powerful line of advertisers will carry the sponsorship ball on ABC-TV's exclusive series of the games of the new professional American Football League. At the kickoff luncheon at New York's Waldorf-Astoria representatives of the sponsors went into a huddle with Joe Foss, league commissioner (second from left, seated) and William P. Mullen, vice president in charge of sales for ABC-TV (second from right, seated). Representing the advertisers are (l to r, standing): E.J. Bassett, vice president and general manager of Sinclair Refining; George Reichart, director of marketing and advertising for General Cigar Co.; George Laboda, director of radio-tv for Colgate-Palmolive; (left, seated) Ted Rosenack, executive vice president of Pabst Brewing Co.; (right, seated) Frank Kemp, media vice president, Compton Adv., representing Schick Safety Razor Co.

Don't overlook the 'extra-urbs'

A new marketing survey on the top 15 sales areas in the U.S. will be distributed this month to agencies and clients by CBS Television Spot Sales.

The survey emphasizes the trend to the suburbs. "Where's Everybody Going?" measures the market changes experienced during the last 10 years. It was described last week by the representation firm as the "first authoritative study of the pace these changes are expected to set in the coming five years." Analyses of market trends are based on special forecasts and tabulations of the top 15 markets prepared by Market Statistics Inc.

The study is available free of charge on request, CBS Television Spot Sales further announced.

The study takes the position that on the basis of the research available each market is larger than the usually accepted "standard metropolitan area" and that each market consists of three distinct parts—the city, the suburbs and the "extra-urbs." These three added together, the study says represent a "telemarket." Changes in marketing procedures as well as markets themselves have coincided closely with the growth of tv—this because tv can expand an advertiser's coverage to take in a total potential sales area, the study explains.

TV AND DIAPERS

Young mothers spend more time with tv set

Advertisers of products or services used by mothers of young children are targeted for chief interest in a new tv audience survey published last week by Television Advertising Representatives Inc., New York rep firm for the five Westinghouse-owned tv stations. Mothers of small children spend 32% more time throughout the day watching tv than do other women, according to TvAR's second in a series of Audience Dimension studies conducted by The Pulse Inc. in each of the TvAR markets.

Women with children under six devote an average 5 hours 17 minutes each weekday to tv, while all other women average 4 hours 1 minute, the survey shows. Viewing by mothers of children under two is practically identical to that of mothers of the two-to-five age group.

"In every hour of the morning, af-

Let's Talk About Your Children For A Change!

Funny thing about this industry. We all seem to talk about "viewers" as though they didn't necessarily include our own families — our neighbors — our friends. We're always interested in the mass audience — the impersonal statistics — the questionable ratings.

Consider your own children for a moment. You're vitally interested in the school they attend — the friends they make — the food they eat — the entertainment they choose. How about their daily diet of TV? Is it the *best* the industry can offer — or is it just passable? Is it all "cake and candy" — or is it a balanced diet of fun and EDU-TAINMENT*?

If you program the Encyclopaedia Britannica Film Library you have no worries — you're doing the best any parent can do to add vitamins to the meal. Your children's audience will grow — your adult critics will approve.

But — if you're just grinding out the slapstick and cartoons, you're programming to the tune of the Pied Piper — and *your* children are in the parade. Think about that the next time someone from Trans-Lux says "Isn't it time *you* acquired the Encyclopaedia Britannica Film Library?"

*EDU-TAINMENT: a proper balance of education and entertainment on film made to order for youngsters — available in approximately 700 shapes, sizes and colors.

TRANS-LUX TELEVISION CORP.

625 Madison Ave. · New York 22, N. Y.
PLaza 1-3114-5 · For information contact
RICHARD CARLTON, Vice President
In Charge Of Sales · NEW YORK · CHICAGO · HOLLYWOOD

5th in a series

Just for the Little People..

Miss FRAN from StoryLand

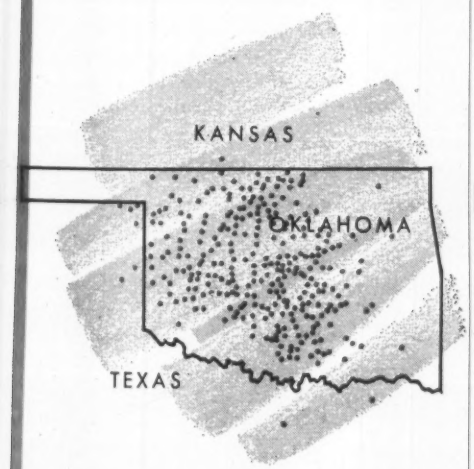
THE STORYBOARD is Miss Fran's way of giving recognition to the junior artists who have sent in literally thousands of drawings.

MISS Fran and her sparkling puppet friends offer entertainment and educational guidance to a devoted and responsive audience daily. When the little people of the KWTV 54-County Community tune to Miss Fran and her puppet menagerie they find imaginative encouragement to be courteous, respectful, and considerate . . . qualities which make desirable citizens today . . . and tomorrow! An opinion poll of these "little people" would no doubt reflect TV-RADIO MIRROR'S selection of MISS FRAN FROM STORYLAND as "Best Children's Show Southern States."

CBS **KWTV** OKLAHOMA CITY

The TOWER with SALESpower in Oklahoma!

Miss Fran with puppets Bopper and Droopy, as seen daily, Monday through Friday, 7:50 to 8:15 AM.



The personality that is Miss Fran can be measured: An average of 61 letters a day has been her mail count for the past two years.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

ternoon and evening, their viewing is above the level registered by women with no young children. They spend 43% more time watching tv from 6 a.m. to 6 p.m. and 24% more at night," explains Robert Hoffman, TvAR's director of marketing and research. He adds: "The difference in the level of nighttime viewing between the two groups of women is greater in the early evening and late evening than during prime evening time. Between 6 and 7 p.m., the tune-in among women with young children is 33% greater than among other women, and 46% greater between 11 p.m. and midnight. Compare this with the smaller difference of 21% between 7 and 11 p.m." The study also provides information on specific programs and program types.

Begun in December 1959, the survey includes individual reports on the five markets, as well as for the markets combined. The sample consisted of a minimum of 1,000 homes in each of the metropolitan areas and interviews were conducted with all women in the family 18 years of age and over. It is highly probable that the overall picture presented for these five major markets is typical of other markets in the country, TvAR said.

An earlier TvAR study reported on the "Age of Viewers," while the next report, due in November, will cover viewing by owners of pets. TvAR represented stations are: WJZ-TV Baltimore, KDKA-TV Pittsburgh, WBZ-TV Boston, KYW-TV Cleveland and KPIX (TV) San Francisco.

Riding the specials

In an unusual timebuying negotiation, Smith / Greenland Co., New York advertising agency, last week arranged a package of 20-second and 10-second station breaks on WCBS-TV New York within each CBS-TV spectacular this season. The time will be used for two agency clients, Downyflake Foods Inc. (frozen waffles, pancakes), New York, and Red L Foods Corp (shrimp and scallop dinners), New York, with total cost reported at approximately $150,000.

Each client will make use of about 40 spots within 40 network specials starring Sid Caesar, Jackie Gleason, Ingrid Bergman and Art Linkletter and within such shows as *Playhouse 90, Dupont Show of the Month* and others. Downyflake Foods will utilize the 20-second station breaks and Red L Foods the 10-second spots.

Leo Greenland, president of Smith/Greenland, noted that the purchase will "make every dollar do the work of two. It allows a small budget advertiser to enjoy and participate on the cream of network telecasts."

Also in advertising

Merger ■ Holtzman-Kain Adv., Chicago, has acquired the John Marshall Ziv Organization (public relations firm), that city, and will operate it as a subsidiary under the management of John M. Ziv. At the same time, Ziv's advertising subsidiary will be discontinued and its accounts will be transferred to Holtzman-Kain. Kenneth W. Hayden, vice president and general manager of the Ziv firms, becomes creative director of H-K in the realignment.

Honolulu bound ■ Lennen & Newell, N.Y., in its first move outside the continental U.S. opened its fourth branch office on Sept. 1 in Honolulu, Hawaii. The new office will be under the jurisdiction of Senior Vice President Marshall J. Weigel, who is in charge of all West Coast operations for L&N. The Honolulu office will be managed by Walter C. Lindley, former manager of Boland Assoc. Ltd., Honolulu agency.

BBDO reports ■ BBDO is making available to advertising media (including broadcasters) a new "brainstorming" session report presenting 107 ways supermarkets can build their own store image to attract customers. The ideas are grouped under such general headings as advertising, customer aids and services, parking areas, personnel, planning strategy, promotions, store layout and lighting. The report is available from BBDO for $1.00 per copy.

New office ■ Weston Assoc. Inc., Manchester, N.H., advertising agency, has announced the opening of a new office in Woodstock, Vt. Stewart Wark has been appointed vice president and manager.

New Athens agency ■ Williams & Co. Advertising, 403 N. Lumpkin St., Athens, Ga., opened Sept. 1, according to Claude Williams Jr., president.

West to East ■ Advertising Federation of America, now headquartered at 250 W. 57th St., New York, will move Sept. 20 to new offices at 655 Madison Ave., New York 21. New telephone: Templeton 8-0325.

New members ■ The board of governors of the League of Advertising Agencies, N.Y., has approved membership of Joseph Reiss Assoc., N.Y., and Roy Bruce Co., Hingham, Mass.

GREAT DEBATES TO BE DISCUSSIONS

'Debate' misnomer shed as Nixon-Kennedy series veers to panel

The so-called "Great Debates" between Sen. Kennedy and Vice President Nixon lost that designation last week. Representatives of the candidates and the networks, meeting in Washington Thursday (Sept. 8), agreed that the title was a misnomer to begin with, and that the joint appearances would go on the air without benefit of name.

In fact, the candidates' appearances on the four-network tv-radio simulcasts will not be considered programs at all, but rather "interruptions of programming" for a discussion of the issues. The agreement apparently was motivated by the feeling that a debate must produce a winner, something these appearances are not designed—officially—to do, and also that they will not take classic debate form.

Some of the physical details also appeared to be agreed upon. CBS will originate the first debate (Sept. 26), NBC the second (Oct. 7 or 8 exact date up to the networks) and ABC the third (Oct. 13) and fourth (Oct. 21). Each network will furnish its own moderator.

Format ■ The form they will take, at least for the first appearance, was worked out last week. This is how it will go:

The first broadcast will originate from Chicago Sept. 26 (9:30-10:30 p.m., New York time). CBS will handle this first program (or non-program), with Don Hewitt, producer of the Douglas Edwards newscasts, in charge for the network. Mr. Hewitt handled the network side last week in meeting with J. Leonard Reinsch, Guild, Bascom & Bonfigli and Executive Producer Bill Wilson, representing Sen. Kennedy, and Ted Rogers, representing Vice President Nixon.

Political party and network representatives are scheduled to met again this Thursday in Chicago to settle further details of the Kennedy-Nixon appearances.

The Sept. 26 program will be staged in the studios of WBBM-TV the CBS owned station in Chicago. Appearing on the air will be the two candidates, a moderator selected by CBS (probably news commentator Howard K. Smith), and four newsmen, one each from the four radio and tv networks whose facilities will carry the joint appearance.

Own Corners ■ Messrs. Kennedy and Nixon will be at separate lecterns, with the moderator between them. The four newsmen, with their backs to the cameras, will face the candidates. Their faces will be seen only at the start of the program when they turn around to acknowledge their introductions. When they ask questions in the latter part of the program they are to represent "the front row of the audience—asking questions for the 100 million people seated behind them at home."

Also in the studio, aside from the necessary technicians, will be a timekeeper (Sig Mickelson, president of CBS News) and two assistants, Mr. Reinsch and one aide and Mr. Rogers and one aide.

Each candidate will have eight minutes for an opening statement, and then the newsmen will alternate in asking questions. The answering candidate will have 2½ minutes to reply, and then the other candidate will have 1½ minutes to comment on that reply. And so on for the next 34 minutes, after which each candidate will have 3 or 4 minutes to sum up.

A clock arrangement controlled by the timekeeper will be installed in each candidate's lectern, but will not be seen by the home audience. "We're not playing *Beat the Clock*, Mr. Hewitt commented.

The candidates will arrive at WBBM-TV one hour before air time to familiarize themselves with the physical arrangements and to pose for photographers. Press arrangements will be handled by the news secretaries for the respective candidates. Newsmen will not be permitted in the studio during the show, but may view the proceedings from another studio.

As of last week neither ABC or NBC had revealed its moderators but the networks agreed that no network executive would narrate the shows.

FCC asks networks for election reports

The FCC last week asked the networks for interim reports during the election campaign on clearances by stations of individual network programs

Yarborough to public: you too can 'monitor' radio-tv

Tv and radio audiences were asked last week by Sen. Ralph Yarborough (D-Tex.) to report to his Freedom of Information (Watchdog) Subcommittee any instances of unfairness by broadcasters in presenting political broadcasts.

In the case of "rank injustice and unfairness," he said, "many Americans will complain and some will record evidence of such cases."

The Texas Democrat's appeal came following Senate action a fortnight ago in refusing to appropriate an additional $150,000 to the Watchdog Subcommittee to monitor political broadcasts (BROADCASTING, Sept. 5).

The Watchdog Subcommittee, a unit of the Senate Commerce Committee's Communications Subcommittee, was organized and has been given an appropriation of $35,000 to watch for any favoritism by broadcasters in presenting political programs during this year's election campaign. The Yarborough unit was set up after Congress last year exempted news and panel shows from the equal time provisions of Sec. 315 of the Communications Act. Congress this year also suspended the equal time provisions of the act for presidential and vice presidential candidates.

Joe Bailey Humphrey, majority counsel of the subcommittee, also has indicated the Senate unit plans to ask for politically-conscious members of both the Democratic and Republican parties to make audio tapes of political broadcasts they consider to be partisan in nature and furnish them to the subcommittee (BROADCASTING, Sept. 5). The subcommittee has been instructed to report its findings to the Senate early next year.

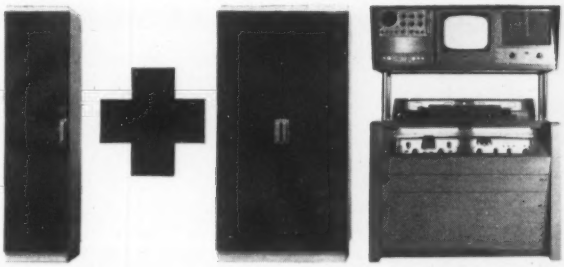
Sen. Yarborough, in his appeal to listeners and viewers last week, asked them "to be the jury in demanding fair play." He urged audiences to "monitor programs across the nation and report any unfairness to the committee."

AMPEX COLOR

NEW IMPROVEMENTS, NEW EXCLUSIVES

HOW YOUR COLOR CAMERAS CAN MAKE MORE PROFIT

Color TV's much heralded arrival still holds promise for the station equipped with live color broadcast facilities. But it also holds startling technical problems . . . and expense. Making local live color pay is a challenge of the first order. To the engineer, it is just as much a technical challenge, too, in having all facilities *right* when the second hand in the control room says "go"!



Color Rack Complete B/W VR-1000C Console

A **Videotape*** Television Recorder can pay off in both of these areas. How? By permitting you to sell more color commercials . . . safely recorded on tape.

Plan 1. Record tape commercials back-to-back with live color telecasting. The time spent in balancing color facilities is done only once . . . before the show. Sell the taped commercials as adjacencies or inserts in your next color show. Profit is high . . . cost is low.

Plan 2. Schedule one day – or more – to tape the entire week's color programming. Regular taping sessions permit you to put more color programming and commercials on the air. Reason: more engineering time is spent in profitable production – rather than non-chargeable set-up. And you're sure your programming is fluff-free . . . the tape is *right*.

NEW AMPEX COLOR New Ampex color electronic units feature major improvements over all earlier designs to provide improved picture quality – greater stability – and greatly simplified set-up procedures.

IMPROVED DIFFERENTIAL PHASE PERFORMANCE An Ampex exclusive, the Differential Phase Compensator, provides new, positive stability of color values on playback . . . *automatically*. Color hues hold steady . . . there's no shifting to green shadows and magenta highlights. Ampex DPC holds differential phase shift within 5 degrees . . . as compared to 20 degrees or more on *any* recorder without DPC.

BETTER COLOR DETAIL Color detail of fabrics and skin tones have been significantly improved, too. Costly Bode filters in the color processing circuits bring better clarity and color detail by providing sharp rejection of unwanted carrier with no ringing. Picture edges stay sharp and clean.

LONG TERM STABILITY Improved design of the color chassis provides added assurance of entire system stability. New Ampex exclusives in design include thermostatic ovens for precision frequency sources . . . new encoder with *automatic* carrier balance . . . new stable delay lines replacing sensitive tank circuits . . . and new clamped demodulator replacing synchronous detectors.

QUICK, SIMPLE SET-UP New Ampex color equipment alone affords such simplicity and speed in set-up. Daily set-up has been simplified to a quick 7-step check-out which can be completed in 5 minutes or less . . . no specialized sweep generator required. You are invited to write for complete information on color equipment in the new deluxe **Videotape** Television Recorder console (VR-1000C) and the new standard of the uprights (VR-1001A).

FOR ENGINEERS ONLY:

Engineers are human too! One significant improvement in the new Ampex color chassis is the simplicity of daily set-up. Attaining this aim is always a design objective, and in this case results were unusually good.

Last summer at the United States Exhibit in Moscow, an Ampex team demonstrated an Ampex color VTR to an estimated 2½ million Russians. The tape recording of the Nixon-Khrushchev debate was exciting enough but it was followed by about two months of 12-hour-plus work days. One of the engineers was a design engineer from the Ampex Video Laboratory. With no time for sightseeing, this man's thoughts turned to work-saving devices.

Result: Simplicity of daily set-up was designed into the new Ampex color chassis. A built-in testing network has a relay system to route signals through various electronic paths. (With mod-demod, without mod-demod, for example.) By using 4 basic test points and test network selector, a series of "Go–No-Go" adjustments can be made quickly. Permanent low-pass filters are built in where needed.

End advantage: 7 step – 5 minute daily set-up procedure.

Ampex tapes are made and played around the world

AMPEX

*TM AMPEX CORP.

VIDEO PRODUCTS DIVISION - **AMPEX PROFESSIONAL PRODUCTS COMPANY**
934 Charter Street, Redwood City, California

on which presidential and vice presidential candidates appear.

The agency also asked tv and radio stations affiliated with ABC, CBS, MBS and NBC to make prompt reports to the networks on such clearances so the networks can make their reports promptly.

The FCC notice said the reports from networks are needed so the commission can compile and analyze clearance information as the campaign progresses and report to Congress "as soon as possible" after the elections. The Senate Communications Subcommittee requested the reports on station clearances—at the behest of Sen. A.S. Mike Monroney (D-Okla.)—during the latter's hearings in May on a bill to require the tv networks to furnish free time to major party presidential-vice presidential candidates (BROADCASTING, May 23).

EQUAL TIME GUIDE
Seven FCC examples of Sec. 315 in action

First guidelines on Sec. 315's political broadcasting provisions as amended in September 1959—this is the congressional legislation which exempted from the equal time requirements appearances by candidates on *bona fide* news shows and panel and discussion formats —were issued by the FCC last week.

The list of examples (there are seven of them) is the first group of political rulings since the September 1959 amendments. Previously the Commission had issued compendia of equal time rulings twice, in 1958 and in 1954.

The FCC document (FCC 60-1050) details the changes which have occurred in the law and in its regulations since it issued the 1958 revision. It calls attention also to the passage of SJ Res. 207 which suspends for the 1960 political campaign the mandatory equal time provisions of Sec. 315 as they apply to the presidential and vice presidential candidates. The commission's notice, however, includes no ruling on this subject as yet.

The text of the examples issued:

Q. A Philadelphia TV station had been presenting a weekly program called "Eye on Philadelphia." This program consisted of personalities being interviewed by a station representative. Three candidates for the office of Mayor of Philadelphia, representing different political parties, appeared on the program. Would a write-in candidate for Mayor be entitled to "equal opportunities?"

A. No, since it was ascertained that the appearances of the three mayoralty candidates were on a bona fide, regularly scheduled news interview program and that such appearances were determined by the station's news director on the basis of newsworthiness. (Telegram to Joseph A. Schafer, November 2, 1959.)

* * *

Q. A local weathercaster who was a candidate for re-election for Representative in the Texas Legislature was regularly employed by an AM and TV station in Texas. His weathercasts contained no references to political matters. He was identified over the air while a candidate as the "TX Weatherman." Would his opponent be entitled to "equal opportunities?"

A. No. The Court of Appeals, Fifth Circuit, ruled that the weathercaster's appearance did not involve anything but a bona fide effort to present the news; that he was not identified by name but only as the "TX Weatherman"; that his employment did not arise out of the election campaign but was a regular job; and that the facts did not reveal any favoritism on the part of the stations or any intent to discriminate among candidates. (Letter to KWTX Broadcasting Co., March 16, 1960; **Brigham v. FCC**, 276 F. 2d 828 (CA.5), April 19, 1960.)

* * *

Q. A sheriff who was a candidate for nomination for U. S. Representative in Congress conducted a daily program, regularly scheduled since 1958, on which he reported on the activities of his office. He terminated each program with a personal "Thought for the Day." Would his opponent be entitled to "equal opportunities?"

A. Yes. In light of the fact that the format and content of the program were determined by the sheriff and not by the station, the program was not of the type intended by Congress to be exempt from the "equal opportunities" requirement of Section 315. (Letter to Station WCLG, April 27, 1960.)

* * *

Q. Certain networks had presented over their facilities various candidates for the Democratic nomination for President on the programs "Meet the Press", "Face the Nation" and "College News Conference." Said programs were regularly scheduled and consisted of questions being asked of prominent individuals by by newsmen and others. Would a candidate for the same nomination in a state primary be entitled to "equal opportunities?"

A. No. The programs were regularly scheduled, bona fide news interviews and were of the type which Congress intended to exempt from the "equal opportunities" requirement of Section 315. (Letter to Andrew J. Easter, April 28, 1960; letters to Charles V. Falkenberg, May 12 and June 13, 1960.)

* * *

Q. A candidate for the Democratic nomination for President was interviewed on a network program known as "Today." It was shown that this was a daily program emphasizing news coverage, news documentaries and on-the-spot coverage of news events; that the determination as to the content and format of the interview and the candidate's participation therein was made by the network in the exercise of its news judgment and not for the candidate's political advantage; that the questions asked of the candidate were determined by the director of the program; and that the candidate was selected because of his newsworthiness and the network's desire to interview him concerning current problems and events. Would the candidate's opponent be entitled to "equal opportunities?"

A. No, since the appearance of the candidate was on a program which was exempt from the "equal oportunities" requirement of Section 315. (Telegram to Lar Daly, July 6, 1960.)

* * *

Q. A candidate for the Democratic nomination for President appeared on a network variety show. A claimant for "equal opportunities" showed that his name had been on the ballots in the Democratic presidential primary elections in two states; that the network had shown him in a film on a program concerned with the various 1960 presidential candidates; and that he was continuing his efforts as a candidate for the Democratic nomination. Would the claimant be entitled to "equal opportunities?"

A. Yes, since the appearance of the first candidate was on a program which was not exempt from the "equal opportunities" requirement of Section 315 and the claimant had shown that he was a "legally qualified" candidate for the nomination for the same office. (Telegram to NBC, July 6, 1960.)

* * *

Q. A former President expressed his views with respect to a forthcoming national convention of his party. A candidate for that party's nomination for President called a press conference to comment on said views, which conference was broadcast by two networks. Would said candidate's opponent for the same nomination be entitled to "equal opportunities?"

A. No, since the appearance of the first candidate was on a program which was exempt from the "equal opportunities" requirement of Section 315. (Telegram to Falkenberg & Falkenberg, July 7, 1960.)

BUYS AND GIFTS
Networks list party buying, programming

Political buying at the tv networks advanced last week, with an unscheduled and temporary flareup caused at NBC-TV over a Democratic buy on the *Today* show.

NBC-TV had accepted an order for a minimum 15 five-minute segments (7:55-8 a.m. EST) in *Today* (7-9 a.m. EST) while host Dave Garroway was vacationing. Mr. Garroway objected to what would be a mid-way interruption on the east coast telecast but by late in the week Mr. Garroway had been satisfied and negotiations were continued to work out matters to allow for a "minimum of interruption."

The network rundown of party purchases and other political programs:

ABC-TV: The Democrats asked to be relieved of a half-hour time period (Sept. 29, 10:30-11 p.m.) which was granted by the network. But another previously-ordered half hour (Sept. 20, 8:30-9 p.m.) was retained. The Republicans have five-minute segments ordered on ABC-TV, most in daytime periods except for one or two scheduled at night, and the 11 p.m.-midnight election eve time.

ABC-TV has had acceptances for appearances on its *Campaign Roundup* from Messrs. Kennedy and Lodge. The series, offered for sponsorship but not yet sold, will start Saturday, Sept. 17 (7:30-8 p.m.) and though the schedule will be mobile, three programs will follow, generally on Saturday evenings. ABC reported there is a possibility Mr. Johnson will appear on the series, but has had no word from Mr. Nixon on the series.

It was also learned unofficially last week that Mr. Nixon will appear on ABC-TV's sustaining *College News Conference* on Sunday, Oct. 23, at 1:30-2 p.m. EDT. The network was awaiting word from Mr. Kennedy on this series.

CBS-TV: The late election eve time period on CBS-TV was fixed this way: the Republicans will take the 10-11 p.m. period and the Democrats have the 11-midnight committed. The GOP on CBS-TV also has a half-hour on Oct. 3 (8:30-9 p.m.) and has ordered five-minute segments (two at night with several reservations for daytime periods).

The Democrats have purchased eight five-minute periods in Class A time on CBS-TV and have yet to confirm reservations for half-hours on the network.

Person to Person is taping a half-

well, for land's sake!

Believing that spot television can sell about anything, one of our HR&P salesmen made a pitch to the manufacturer of a commercial fertilizer used only by farmers and big truck gardeners.

Its agency was dubious. "Only a small part of the TV audience could possibly be interested," said the a.e. "We'd have to sell an awful lot of product to them if we wanted the investment to pay off."

Our man allowed as how this was right, but he still thought spot TV could do it. What's more, he had an early evening news strip available that would be just the thing for a test. He backed up his recommendation with some cogent facts about rural electrification, TV set ownership and viewing habits among farm families. The short of it was that the client switched some money from another medium and put it into a spot TV test.

But the long of it was that the following year this account expanded to an impressive list of markets. The year after *that*, its principal competitor also jumped into television – and on an even bigger scale. We are happy to report that the HR&P man who started the whole idea was successful in getting the business for his stations.

Bill Snyder
New York office

WE ADMIT things like this don't happen every day, but neither are they unusual in our shop. That's one reason why we put such a premium on creative flair and resourcefulness in selecting and developing our sales staff. Another is because – representing *one* medium only – we need put no artificial limitations on the creation of new business for spot TV. We can, uniquely, afford to be creative *BOTH* ways.

HARRINGTON, RIGHTER & PARSONS, INC.

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hour interview with Sen. Kennedy, his wife and daughter for broadcast Thursday, Sept. 29 (10-10:30 p.m. EDT), sponsored by Polaroid. A similar invitation by the show to candidate Nixon awaits his return to his desk from being hospitalized. The Kennedy appearance will mark the fifth time *Person to Person* has departed from its two-subject format. (Half-hour interviews were telecast last season with Herbert Hoover, Maurice Chevalier and Archbishop Martin J. O'Connor from the vatican, and Harry Truman was a 30-minute subject in 1957). The *Person to Person* crew will visit the Kennedy home in Washington Sunday (Sept. 19) to tape the program for play 10 days later.

CBS-TV's *Captain Kangaroo* was trying to get Vice President Nixon and Sen. Kennedy for a Saturday morning program but gave up when the Nixon office declined twice. After Sen. Kennedy accepted, the program had offered the Nixon invitation a second time, with no success. J. Leonard Reinsch, Kennedy communications advisor, was disturbed, *Kangaroo* producer David Connell said, that one candidate's rejection could cancel an appearance by the other, but the *Kangaroo* staff felt it would be unfair to present one alone, even though there was no obligation to present both. The candidates would have climaxed a week of *Captain Kangaroo* programs on the U.S. government, a plan which continues intact for the week of Oct. 24 (8:15-9 a.m., New York time), Monday-Friday. The Saturday program is being rewritten.

NBC-TV: The network has about a dozen other Democratic orders and a few less from the Republicans for five-minute program segments, most of these adjacent to popular daytime periods. The Democrats have asked for a change in a half-hour previously ordered, this show to be worked in elsewhere in the schedule, and two other such shows are under discussion with the Democrats. The Republican Party also is negotiating with NBC-TV for half-hour periods but has yet to make purchases firm. Not yet resolved by NBC-TV is the Nov. 7, election eve 11 p.m.-midnight hour that both parties wish to sponsor.

Mr. Nixon appeared yesterday (Sept. 11, 6:30-7 p.m. EDT) on NBC-TV's *Meet the Press* (repeated by NBC Radio), and the program, which has no sponsor, expects to line up Mr. Kennedy some Sunday in October. The presidential and vice presidential candidates will have a show apiece, probably in October, in the previously announced Saturday series, *The Campaign and the Candidates* (8:30-9:30 p.m., New York time), sponsored by Longines-Wittnauer. *The Campaign and the Candidates* starts Sept. 17 for an eight-week run.

Campaign Assoc., agency for the Republicans, admitted last week it has yet to start its half-hour show buying in earnest "but we will." There has not been a decision on the extent or start of spot tv.

D.C. politician files Sec. 315 suit

A former "independent" candidate for the Democratic nomination for the presidency last week challenged the constitutionality of the newly-enacted Public Law 677 suspending the equal time provisions of Sec. 315 for presidential and vice presidential candidates.

Andrew J. Easter of Washington filed a suit in Federal District Court in Washington against both houses of Congress, major party presidential nominees Nixon and Kennedy, FCC Chairman Frederick W. Ford, NBC President Robert E. Kintner, President Samual H. Kauffmann of the *Washington Star* and President Roy E. Larsen of Time Inc. (*Time, Life, Fortune* and other magazines).

Mr. Easter charged that Congress in effect amended the Constitution by illegal means when it passed the Sec. 315 suspension, a law which he said abridges the freedom of speech and freedom of press guarantees of the Constitution. The freedom of the press guarantee in the Constitution, he said, "carries with it the obligation to present the facts." Especially is this true of broadcasts of news commentators and news interviews, he added. Tv-radio, newspapers and magazines, he said, used "discriminatory and unfair practices in silent unison," or, as he termed it elsewhere in his suit, gave him "the silent treatment."

He specifically charged NBC with refusing his April 5 request for equal time on *Meet the Press* after presenting other aspirants for the Democratic nomination. The FCC supported NBC's refusal April 28, he charged.

The *Star,* Mr. Easter said, published sketches of five persons "seeking the Democratic nomination or pretending not to" in a series which began April 18, but the newspaper excluded him.

Though the equal time provisions in the Communications Act do not specifically cover newspapers and magazines, he said, newspapers and magazines are given "preferential" postage rates.

■ Political sidelights

■ John W. Rollins, one of the principals of the Rollins Broadcasting Co., chain of radio and tv stations, has been nominated by Delaware Republicans to run for governor. Mr. Rollins, who served as lieutenant governor of Delaware for a four-year term eight years ago, will run with J. Caleb Boggs, present governor, who was nominated for the Senate seat now held by Democratic Sen. J. Allen Frear Jr.

The 44-year-old Republican gubernatorial candidate is associated with his brother, O. Wayne Rollins, in ownership of WAMS Wilmington, WJWL Georgetown, both Delaware; WEAR-TV Pensacola, Fla.; WPTZ (TV) Plattsburgh, N.Y.; WNJR Newark, N.J.; WBEE Harvey, Ill.; WRAP Norfolk, Va., and WGEE Indianapolis, Ind.

■ Cy N. Bahakel has withdrawn from the 6th Virginia congressional race in which he was running as an independent. Mr. Bahakel, who has interests in several southern stations, termed himself a "political babe in the woods" when he discovered that he would need official Democratic backing to win the Virginia race. He lacked such backing on a technicality since the district's Democrats closed their convention without naming a candidate. Mr. Bahakel has interests in WABG-AM-TV Greenwood, WKOZ Koskiusko, both Mississippi; WLBJ-AM-FM Bowling Green, Ky.; WKIN Kingsport, Tenn.; WWOD-AM-FM Lynchburg and WRIS Roanoke, both Virginia, and WXEL Waterloo, Iowa.

■ WKRC-TV Cincinnati Sept. 17 starts *The First Tuesday,* a series of eight half-hour programs on political party activity. The opener will deal with politics in government and the individual's responsibility for its proper function. The series was prepared by WCET (TV) Cincinnati, educational outlet.

■ WCHS-AM-TV Charleston, W. Va., and the *Charleston Gazette* have made two hour-long programs available to senatorial and gubernatorial candidates. Senatorial opponents will appear Oct. 28; gubernatorial, Nov. 3. The public will send questions to the stations and newspaper, with a screening board picking those to be asked on the air. Neil Boggs, WCHS news director, is handling the series, which will be fed to statewide radio and tv hookups.

■ WDMV Pocomoke City, Md., offered free time to Republican and Democratic candidates for Congress, according to WDMV general manager, Curt White.

KABC-TV sells her on buying... and 7 million Southern Californians just like her are watching ABC's Flagship in the West. It takes great strides to keep one step ahead of America's busiest market. KABC-TV has what it takes... You can be sold on 7, too.

NBC CRITICIZES A CRITIC

Network asks equal space for rebuttal of John Crosby's column on its programs

NBC charged last week that columnist John Crosby made a "vindictive and distorted" and "false and damaging" attack on NBC in a column claiming that the network had "sacrificed" quality programming in a bid for viewers and that its profits and prestige had shriveled since the presidency of "visionary" Sylvester L. (Pat) Weaver Jr.

Mr. Crosby, whose column is carried and syndicated by the *New York Herald Tribune*, contended in his Wednesday piece that "managementwise . . . NBC is a mess of colossal proportions" and "is being run as whimsically as any huge business ever was."

He said that under Mr. Weaver NBC was "tops in prestige, in morale, in ideas and just possibly in money making." But since then, he said, it has slipped to last in ratings and its profits have dropped from $18 million to $19 million under Mr. Weaver to between $2 million and $5 million last year "under these hard-headed practical men like" Board Chairman Robert W. Sarnoff and President Robert E. Kintner. "These are educated guesses," he wrote. The actual figures, he said, are "a secret between David Sarnoff and God." He suggested that "NBC may even be losing money."

NBC's reply was in a letter sent by Messrs. Robert Sarnoff and Kintner to Robert H. White 2nd, president and editor of the *Herald Tribune*. They said they would "not undertake to correct [Mr. Crosby's] misleading observations on the operational and management aspects of broadcasting, since he is uninformed in those fields and is not competent to deal with them. "Nor," they added, "do we question his right as a reviewer to criticize programs, despite his dislike of television."

But Mr. Crosby could have read "in the July 20 issue of his own newspaper," they wrote, that NBC's profits were at an all-time high during the first half of this year. And NBC not only enjoyed "near-record profits in 1959," they continued, but "the indications are that NBC will earn an all-time high in profits for the year 1960, with the fourth quarter of this year surpassing the previous record fourth quarter of 1959."

The letter continued: "In view of Mr. Crosby's professed devotion to responsibility in programming, his attack on NBC is a striking example of his bias, since he gives no recognition to NBC's accomplishments in news and public affairs programs, where it has established a leading position; nor to its presentation of entertainment programs of outstanding merit; nor to its development of color television . . ."

The *Herald Tribune* printed the Sarnoff-Kintner letter in its Letters to the Editor column Friday (Sept. 9), without comment.

"In the interest of fairness, we are sure that the *Herald Tribune* and the member newspapers syndicating Mr. Crosby's column will want to print this letter in an appropriate position so that their readers may not be misled."

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week subject to FCC approval:*

■ WTMT Louisville, Ky.: Sold by Jefferson Broadcasting Co. (Earl F. Hash, president) to Norman and Sherman Broadcasting Co. for approximately $425,000. Purchasers are George Norman and Robert Sherman, Western broadcasting management consultants. WTMT is a 500 w. daytimer on 620 kc. Transaction was handled by Paul H. Chapman Co.

■ WHHM Memphis, Tenn.: Sold by Tom W. Shipp to Mercury Broadcasting Inc. for approximately $250,000. President of Mercury Broadcasting is William H. Grumbles, former vice president of RKO General (see Fates and Fortunes, page 102). WHHM is on 1340 kc. with 250 watts. Sale was handled by the Paul H. Chapman Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 108).*

■ KTVE (TV) El Dorado, Ark. (Monroe, La.): 80% sold by William H. Simons, widower of former FCC Commissioner Frieda B. Hennock, to Veterans Broadcasting Co. (WVET-AM-TV Rochester, N.Y.) for $347,000 plus $50,000 compensation over five years, plus agreement to have licensee repay $134,000 personal loan to Mr. Simons. Mr. Simons bought ch. 10, NBC-affiliated station for $1.1 (AT

Outstanding Values in Radio-TV Properties

A powerful full-time radio station in a major market, hub of a rich industrial and agricultural area. Excellent assets. Liberal terms available.	SOUTH $250,000
A highly profitable Gulf Coast daytimer in outstanding growth market. Stable economy, with diversified industry and agriculture. 29% down; balance in 5 years.	SOUTH $150,000
Full time facility in a medium market. Gross compares favorably with price. Excellent owner-operator opportunity. $20,000 down; term are negotiable.	SOUTH $75,000

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Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Promotion man reveals hidden persuader

Some people might be destined for greater things in life if they didn't let their hobbies interfere with their work. Such a person is the former promotion manager of KVOY Yuma, Ariz., whose name is, of all things, Snow.

Lawrence J. Snow's hobby, or one of them, is holdups. Others include burglary, forgery and the like, as police records in a half-dozen states attest. But when Mr. Snow can tear himself away from these pursuits his typewriter can be almost as persuasive as his pistol.

Take the mimeographed sales letter he recently circulated to station managers throughout the country from an address most people would find inconvenient—the Garrard County Jail in Lancaster, Ky.

"Dear Sir:" (wrote the undismayed Mr. Snow) "There are certain advantages to operating a business from a jail cell. . . . Who . . . could toss this sales letter away without at least finding out what I'm selling?"

Mr. Snow was selling a station traffic system he devised during the year and a half he spent as promotion manager of KVOY, which, he said, enabled his boss to drop his traffic manager from the payroll and turn the work over to his promotion manager, who also wrote all station copy. Admitting modestly that his system "is not the world's most original," Mr. Snow said that, nevertheless, it saved KVOY money and is so simple that "an intelligent ape could set it up for you." His brochure, said Mr. Snow, cost $10 and if the station manager is not satisfied with it he gets his money back. "You can't lose—since you certainly know where to find me."

That the letter brought results from stations is verified by Garrard County Prosecuting Attorney Gilbert Wilson, who said Mr. Snow was arrested there Aug. 1 on suspicion of being an accomplice in a burglary and for carrying a concealed weapon. (He has since been transferred to Madison County Jail, Richmond, Ky., where he was wanted on a more serious charge, attempted armed robbery of a motel.)

"He borrowed the jail's typewriter, took it back to his cell and wrote those letters," Mr. Wilson said, "and lots of money started coming in." When Mr. Snow was transferred to Richmond, he bought all his fellow prisoners a farewell dinner, showed them his promotions scrapbook and told them he made "plenty of money," Mr. Wilson said, adding that the jail is holding a stack of other checks that have arrived since he left. Kentucky authorities since have found that Mr. Snow served two penitentiary terms in California and one in New Mexico for robbery, burglary and forgery and is wanted by law enforcement agencies in Oklahoma, Arizona and Iowa on similar charges.

KVOY Manager Leo A. Newsome Jr. last week acknowledged that Mr. Snow's traffic system enabled him to drop his traffic manager from the payroll. He said the 26-year-old promotion manager had been a "good and capable" employe and was well-liked in the community and that he never caused any trouble. He just failed to show up for work last July 18.

He said he knew Mr. Snow was a parolee but wanted to give him a chance after hearing his story that he was convicted because he happened to be with others who actually committed a robbery. He said Mr. Snow got his high school diploma in prison, then taught other prisoners and that his scrapbook of his efforts in freelance writing was "impressive." Mr. Newsome added:

"Now I guess every paroled convict in the country will be coming to me looking for a job."

DEADLINE, July 11). Sale includes 48.9% sold to Veterans in July.

■ WBOF Virginia Beach; WYFI (FM) Norfolk, both Virginia: Sold by a group headed by Leo Hoarty to Metro-WBOF Inc. for $260,000 ($40,000 for fm). Metro-WBOF Inc. is owned by Temple W. Seay, Washington, D.C., attorney.

■ WACE Chicopee, Mass.: Sold by John S. Begley and associates to Commonwealth Broadcasting Co. for $250,000. Principal Commonwealth stockholders are Lazar Emanuel, New York attorney; Blair Walliser, ex-MBS vice president, and Paul Smallen, New York advertising man. Same group has substantial interests in WEOK Poughkeepsie, N.Y.

■ WCBC Anderson, Ind.: Sold by Civic Broadcasting Corp. to Radio WBOW Inc. (J. W. O'Connor, president) for $185,000. Radio WBOW is licensee of WBOW Terre Haute, Ind., while Mr.

STATIONS FOR SALE

EASTERN

New York State daytimer doing close to $100,000—area holds great potential, a realistic buy at $110,000.00. Terms avail.

Full-timer needs a go-getting owner. Potential is excellent in market of 275,000 people. Retail sales $350,000,000.00. Forbes Magazine states this city one of top ten cities for "Best Performance" in percent gaining business over preceeding year in U.S. Price $135,000 with $30,000 down and time to be agreed on.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

5000 watt fulltimer in one of the larger midwest markets. Priced at $125,000, with negotiable terms. Station has potential well beyond its current price.

1000 watt fulltimer in midwestern city of some 70,000. Price of $132,000 is negotiable. Station suffers from absentee ownership.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

NEW MEXICO

In the Land of Enchantment we have a couple of attractive properties, one an AM-FM combination in a real fine market, AM is fulltime; and a fulltime 250-watt AM in another excellent market. Combination deal is $125,000 on good terms and the other is $90,000, terms.

COLORADO

We offer a daytimer in a major market, station has unbelievable coverage and is a money maker. Can be had for $140,000, good terms.

Fulltime regional, single market, real estate worth $50,000 quick assets in excess of $40,000, fulltime, making substantial profits, $215,000, $100,000 down, good terms on balance.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

Fulltime radio station grossing in excess of $100,000.00 annually and breaking even under absentee ownership. Priced for fast sale at total of $120,000.00 with possibility of term payout.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
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O'Connor has interest in WPFA Pensacola, Fla., WCVS Springfield, Ill., and KLEE Ottumwa, Iowa. Commissioner Robert T. Bartley dissented.

■ WZFM (FM) Jacksonville, Fla.: Sold by Irving Glick to Carmen Macri for cancellation of $110,000 note to company which Mr. Macri also owns. Mr. Macri operates WZOK Jacksonville.

Radio-tv lead drive for Olympic team fund

Even if the U.S. Olympic team isn't a smashing success, the mass media drive for funds to get them to Rome has set a new record.

So reported Erwin Wasey, Ruthrauff & Ryan, which served as volunteer advertising agency and spearheaded the campaign among radio-tv stations, newspapers and magazines, for the U.S. Olympic Committee. EWR&R reported Thursday that mass media donated a record-breaking $300,000 in measurable time and space. A total of 511 various media responded to the agency's appeal, not including spot commercials, special programs and other events reported but unofficial.

EWR&R projected circulation of each medium to an estimated 143 million for tv, 97 million for radio, 31 million for magazines and 5.3 million for newspapers. It reported that 297 radio and tv stations used scripts, recorded messages and spot films, and that 48 magazines and 166 newspapers ordered one or more mats.

The U.S. Olympic Committee sought $1.5 million for training, transporting and accommodating the 400-plus delegation of athletes and officials to Rome. The public was asked to contribute a dollar or more to the fund in return for a specially printed souvenir postcard from the summer games.

The mass media campaign doubtless stimulated hundreds of individual and corporate contributions, according to J. Lyman Bingham, committee's executive director. He also lauded EWR&R's role in preparing and placing the campaign. Joseph Furth, agency vice president, headed up the agency account team.

CBS, NBC, Nielsen resolve rate hassle

Renewal of the CBS and NBC contracts for Nielsen television ratings service (CLOSED CIRCUIT, Sept. 5) was announced by A.C. Nielsen Co. last week. ABC already had renewed its contract, but negotiations with NBC and CBS had been snagged over differences on rates.

Nielsen also announced new agency, advertiser and station orders bringing total subscribers to the Nielsen radio and television index services to 386; said 300 advance orders have been received for its radio and tv coverage studies, scheduled for delivery next summer, and reported that Maxon, Chrysler and *Life* were the first agency, advertiser and publisher subscribers, respectively, to sign up for the new Nielsen Media Service, which will measure magazine audiences and the combined audiences reached by advertisers using major magazines in conjunction with television.

Tentative

Jan. 1, 1961, has been set as tentative starting date for Republic Broadcasting System, a fifth radio network which plans to provide 24-hour-a-day programming without charge to affiliates (CLOSED CIRCUIT, Sept. 5), Dave Cornelius, organizer of the network, said Wednesday (Sept. 7) at a news conference in Hollywood, where RBS will headquarter. Solicitation of stations will begin next month, he said, with plans of lining up a sufficient number of affiliates to deliver two million listeners or more for RBS programming at the outset.

Chicago city council, tv extend news 'test'

Chicago broadcasters last week gained another step in their demands for news access to local city council proceedings—but still remained on "probation."

Management and news representatives of the four commercial tv stations testified before the council's rules committee and won the promise of unrestricted film coverage—on a trial basis until Dec. 31. The rules group's recommendation is considered tantamount to council approval.

This past summer the stations had agreed to carry the complete two-hour council meetings on video tape, rotating the fortnightly assignments among themselves. This was the council alternative to unrestricted coverage for strictly newscast purposes.

Councilmen generally seemed gratified with that arrangement, although the broadcasters complained that it was tantamount to a "strings-attached" proposal. But viewers apparently took a dim view of the full council telecasts, according to station testimony before the committee last week.

William Garry, WBBM-TV news and public affairs director, told the rules

IS SHE LEANING YOUR WAY?

Young & Rubicam, ***Advertising***

group, "we could have run a western in there [instead of the council meetings] and done a lot better. It was a pretty low rating (Nielsen)." Robert Lemon, station manager of WNBQ (TV), said, ". . . the programs did not really create the maximum kind of interest."

RAB meets to profile radio salesmen

Radio Advertising Bureau's first in a series of eight regional management conferences opens today (Sept. 12) for a two-day stand at Starved Rock Lodge, Utica, Ill. Here, as in the remaining conferences (see DATEBOOK, page 14), station executives will get their first look at a profile of the average U.S. radio salesman, everything from his educational background to the day of the week he closes most of his time sales, which is one of 120 subjects to be covered at each of the two-day meetings scheduled during the next five weeks.

RAB's profile of radio salesmen, based upon a nationwide survey of radio stations, reveals more than 72% of the salesmen are college-educated, 90% are married and 69% of those have at least two children. He has 6.6 years of radio experience before arriving at his present job, and, according to the survey, he closes the highest percentage of his sales on Fridays. It's a young man's game, RAB says, with more than 86% of the salesmen between the ages of 18 and 45.

Bureau executives slated to attend this year's conferences include: Kevin B. Sweeney, president; Warren Boorom and Miles David, vice presidents; Patrick E. Rheaume, manager, member service; Robert H. Alter, manager, sales administration; Maurice E. Fidler, division manager, and Dale R. Woods, Keith Andre, William R. Lacker and Arthur E. Jost, regional managers.

Media reports

Opens in Philly ■ Metropolitan Broadcasting Corp., New York, last week announced the establishment of a new Philadelphia office in which Benedict Gimbel Jr., vice president of Metropolitan, will maintain his headquarters. Address: The Philadelphia Saving Fund Society Bldg., 12 S. 12th St., Philadelphia 7. Telephone: Walnut 5-2828.

Opera winners ■ Five winners in the third annual competition of the American Opera Auditions have left for Europe where they will make operatic debuts in Milan and Florence, Italy, this fall. American Opera Auditions is a national non-profit organization financed in the main by the Taft Broadcasting Co. of Cincinnati.

Unprepared

Following a fire in northern Nevada which caused some $200 million worth of damage and brought an emergency blackout in the Reno area, KBUB Sparks-Reno, a daytimer which had stayed on the air around the clock on auxiliary power, broadcast an editorial pointing out the moral of the holocaust. Edward J. Jansen, owner and general manager, noted the similarity between the effects of the fire and those that could be expected from an atomic explosion. Most people had ignored Civil Defense announcements on radio and tv warning them to keep a supply of food, water, gasoline, dry ice and other family necessities in case of atomic disaster and so they were unprepared when a disaster struck, he said.

KBUB served as the only full-time contact between state and local governments and the people, broadcasting emergency announcements when the area was caught without water or electricity, the station reports; KOH Reno was on the air until midnight the night of the fire, Aug. 21. The station also mentioned that some radio dealers kept open all night to handle the rush on radios by citizens who wished to be kept informed of progress in handling the emergency.

New honors ■ KNUZ Houston received the Texas Associated Press News Broadcasters Award for best continuous news coverage in the state. KNUZ also recently won the National AP award for its coverage of the 1959 Amoco Virginia disaster. Before that it won the Alfred P. Sloan award for consistent public service programming. Al Crouch is news director of KNUZ.

Rate cut ■ WGR-TV Buffalo has issued a new rate card describing its rates for use of video tape facilities. The rate per half-hour of studio use has been reduced from the $200 of the card issued one year ago to $50. The card also establishes a new off-the-air rate of $25 for five minutes or less.

Spots widen ■ Spot Time Sales Inc., N.Y., opened additional branch offices Sept. 1 in California and Illinois. Addresses are: 821 Market St., San Francisco 3, Clint Sherwood, manager, telephone: Garfield 1-6789 and 30 N. LaSalle St., Chicago, Don Sanders, manager, telephone: Franklin 2-6447.

Pulse warns clients on misuse of its data

Subscribers of the research service offered by The Pulse Inc., New York, have received letters from its director, Dr. Sydney Roslow, warning against violations in subscribers' advertising and promotion of Pulse research. "Where continued violations occur," Dr. Roslow said, "the company would be placed in the position of (a) being unable to authenticate copy claims made by our subcribers, and (b) refusing to service a subscriber with our report in the future."

"We have found several instances of incorrect usage and violations of our publication privileges," Dr. Roslow wrote. Reminding subscribers that full disclosure of Pulse research to potential customers is proper, he pointed out that publication or promotional advertising in which call letters of competing stations are identified is not proper, adding that call letters must be masked to prevent identification.

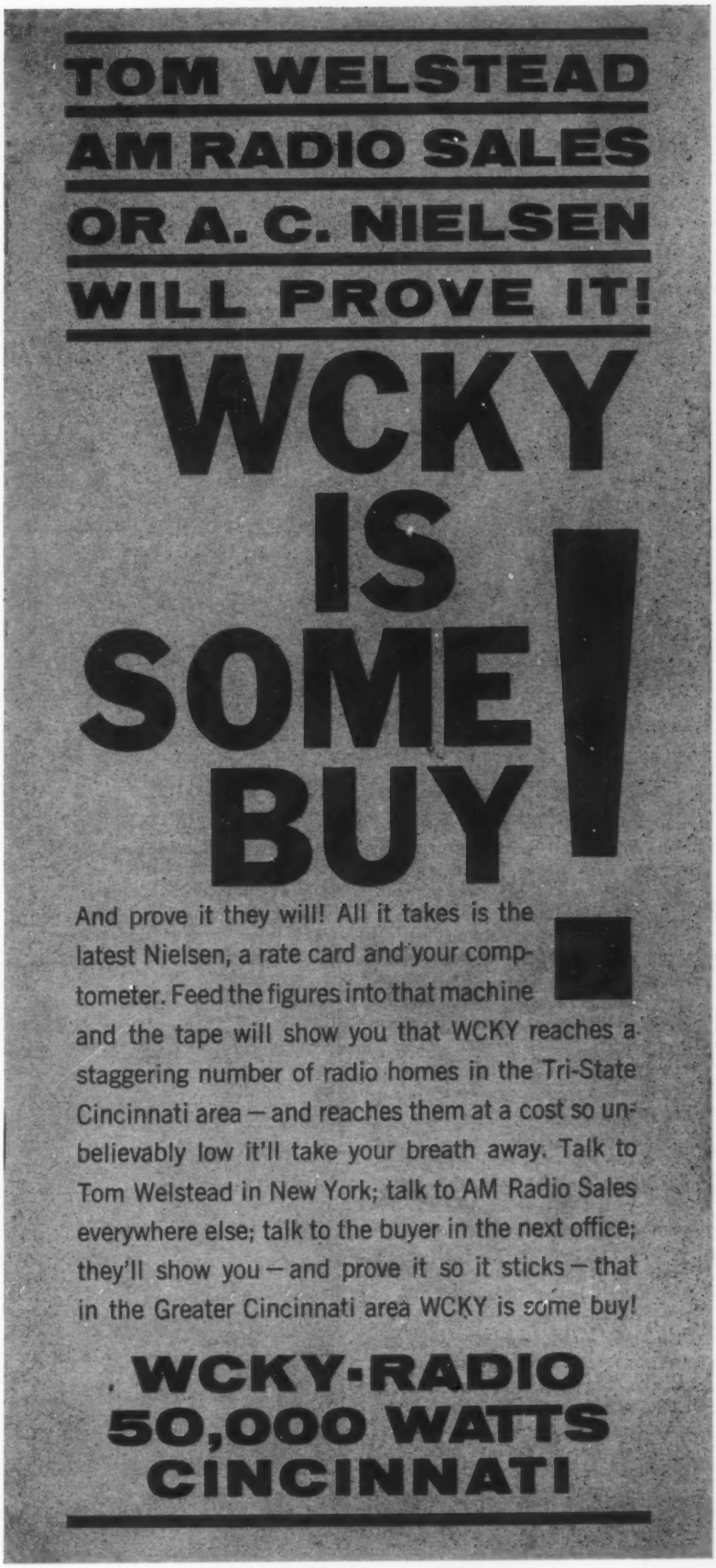
Among the difficulties encountered by The Pulse, according to Dr. Roslow, are mistakes in the averaging of projection of Pulse data, improper identification of dates and areas surveyed, causing confusion with other surveys, and enthusiastic salesmen who leave unmasked station literature in advertising agencies.

New Rahall station

WQTY Arlington (Jacksonville,) Fla., signed on Aug. 31 on 1220 kc with 250 w daytime. The station is operated by Rahall Broadcasting Inc. Sam G. Rahall, president, with his brothers, N. Joe Rahall and Farris Rahall, also own WLCY Tampa-St. Petersburg, Fla.; WKAP Allentown, Pa.; WNAR Norristown, Pa., and WWNR Beckley, W. Va. The new station's program policies will be patterned after those of the other stations, Mr. Rahall announced, and will feature a Top 50 format. Sam Newey is resident sales manager; Murph McHenry is program coordinator.

KSKI plans debut

The resort center of Sun Valley, Idaho, will have radio service starting Sept. 15. KSKI will operate on 1340 kc with 1 kw. The format will consist of "popular middle-of-the-road-type music" with news on the hour and on the half hour, according to Bert Godfrey, general manager. Some classical music and jazz will also be featured. Bill Innes is program director; John Harrison, news director; Stan Miller, chief engineer and Jean Kooreman, women's director.


TOM WELSTEAD
AM RADIO SALES
OR A. C. NIELSEN
WILL PROVE IT!
WCKY
IS
SOME
BUY!
And prove it they will! All it takes is the latest Nielsen, a rate card and your comptometer. Feed the figures into that machine and the tape will show you that WCKY reaches a staggering number of radio homes in the Tri-State Cincinnati area — and reaches them at a cost so unbelievably low it'll take your breath away. Talk to Tom Welstead in New York; talk to AM Radio Sales everywhere else; talk to the buyer in the next office; they'll show you — and prove it so it sticks — that in the Greater Cincinnati area WCKY is some buy!
WCKY·RADIO
50,000 WATTS
CINCINNATI

RECORD WORKLOAD FACES FCC

Problems and backlog spell vacation hangover for commissioners

The full, seven members of the FCC returned to Washington last week after their month-long August summer vacation to face one of the toughest problem agendas before the communications agency in the last decade.

It isn't the difficult problems of each case that have the commissioners slightly aghast—it is the sheer number of complex controversial items that face them. In fact, the situation forced the commission to sit for two days last week—the very first full meeting of the new season.

Among the burning issues:

■ Pay television. Pending before the FCC is the first and only application for permission to institute toll tv. This was filed by RKO General for Hartford, Conn. The proposed three-year demonstration of pay-for-see tv over RKO General's WHCT (TV) in Hartford will be run in conjunction with Zenith Radio Co., proponent of the Phonevision system.

The nub of the commissions problem is how to handle the application RKO General asked for a full hearing before the FCC *en blanc;* opponents, notably the theatre-owner backed Joint Committee Against Pay Tv, and its Connecticut adjunct, has asked for a routine, complete evidentiary hearing before an examiner. At issue is RKO General's belief that action can be secured within months if its suggestion is followed. It fears that a routine hearing might last for years.

■ Television allocations. Turned down officially and formally by the Office of Civilian & Defense Mobilization was the FCC's hope of swapping present uhf tv channels for some of the military's vhf space—with the idea that a contiguous tv band in the vhf could be established. OCDM said the move was too expensive and would affect the military posture of the United States.

Now the FCC must face up to the problem—what to do about uhf. At present the commission is moving along what it calls an "interim" solution. It has proposed to drop in vhf channels in a dozen problem areas in order to ensure at least three network outlets in each market, all on comparable vhf frequencies. These would be at less than minimum mileage separations co-channel.

First steps are underway to establish a uhf demonstration program in New York City. The FCC received $2 million from Congress for this purpose and plans are in the making for the experiment.

■ New program forms. This revision of that part of the renewal form which calls for information on programming has been under study for the last year. The basic approach has been to rework the questions so that the data resulting would give a clearer picture of station programming than do the present questions—particularly in the radio field.

One of the major blocks to completing this work was a significant debate among the commissioners themselves and the industry on how far the FCC may legally go in looking at programming. This was finally resolved early in the summer when the commission issued a policy statement on its interest in programming.

This held that although the commission is debarred from censoring and from inquiring generally into specific programs, it does have the responsibility of looking over the general program pattern of its licensees. It also maintained that it has the right to inquire what the broadcaster has done to determine the needs of his community and how he has attempted to meet them.

■ Rule changes required by amendments to the Communications Act. Aside from a number of procedural changes which must be made (pre-grant protest formula, loosening of separation between staff and commissioners), the commission must also set up regulations covering its intent on payola, quiz rigging, sponsorship identification and the newly granted authority to impose fines on broadcasters.

Each one of these amendments must be interwoven into the present pattern of regulations. In some cases, hearings undoubtedly will be held in order to advise the commission of the scope of proposed regulations. This is certainly true of the payola provisions of the congressional amendments. These actually affect not only licensees but also pro-

Problems and observations

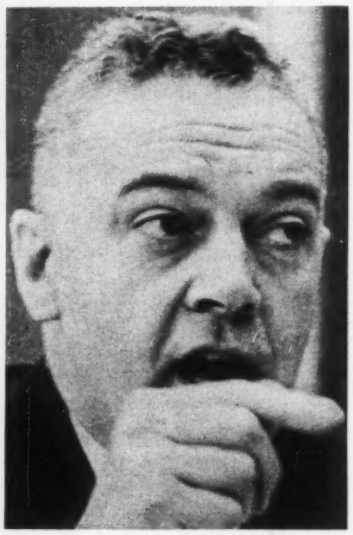
FCC Chairman Frederick W. Ford didn't want to make any public statement on where he thought the commission was going with some of the intensely difficult problems before it ("That's something for all seven commissioners to determine," he stated last week to BROADCASTING), but he did not mind making some observations on a few of the problems facing his agency:

■ Pay tv is one of the "knottiest and most difficult" problems facing the FCC, he said.

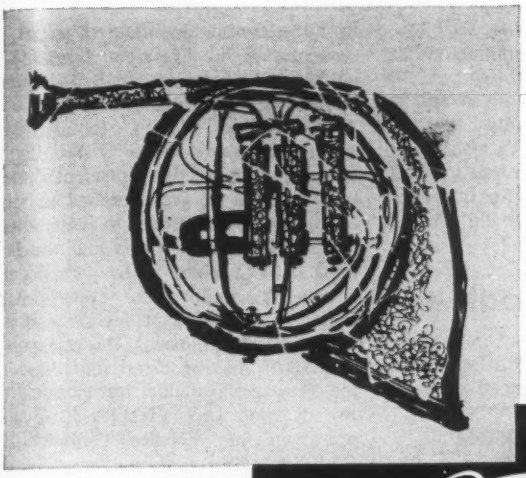
■ One of the best answers to the uhf-vhf problem, he pointed out, was the all-channel receiver. This would ensure an audience for uhf stations even if they are intermixed with vhf outlets. The commission asked Congress for legislation to require this, but the bill died at the completion of the 86th Congress last month.

■ Again on allocations: "What I'm afraid of is that tv is going to end up like am, jampacked with stations to the detriment of good coverage. It may be—and this is what I fear—that tv will eventually become a straight vhf service, but with uhf coverage."

■ On the establishment of the FCC's G-2 division: "Mark my words, if the Compliance and Complaints Division works out as it was set up to work, broadcasters will demand its continuance as a protection against the marginal-type operator. The division was not set up to heckle broadcasters."



FRED FORD
What to do, what to do



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Fine Music

for san francisco

10,000 Watts
FULL TIME

KQBY

Radio and FM

THE GORDON BROADCASTING CO.

America's First Family of Fine Music Stations

KQBY *San Francisco* ★ **KSDO** *San Diego* ★ **KBUZ** *Phoenix*

National Representatives: PETERS, GRIFFIN, WOODWARD, INC

gram producers and motion picture producers not under the jurisdiction of the FCC.

■ License renewals. For the first time in its 26-year history the commission has an estimated 600 stations operating under old licenses while their applications for renewals are held up. Most of them involve allegations of payola in some form or other. Generally speaking the commission is understood to be ready to renew the licenses of those stations where the payola was not wilfull or of a major degree. The remaining cases involve sponsorship identification problems, technical problems and procedural complications.

■ *Ex parte* cases. The commission has set aside its grants in the Miami ch. 10 and Boston ch. 5 cases, but it still is faced with a number of other tv cases in which charges have been made that parties approached commissioners off the record. These include St. Louis ch. 2, Miami ch. 7, Jacksonville ch. 12 and Orlando ch. 9.

Ike to salute radio-tv

NAB member stations, along with Canadian Assn. of Broadcasters members, will join Inter-American Assn. of Broadcasters in spreading a salute to broadcasters by President Eisenhower on Oct. 4, Continental Broadcasting Day.

Clair R. McCollough, Steinman Stations, chairman of the NAB Policy Committee, said the President's message "will be of great interest in view of international efforts to halt totalitarian influences in Cuba and the Dominican Republic. The President's comments should make every broadcaster proud of his profession and desirous of disseminating this message."

NAB is making taped recordings of the message available for Continental Broadcasting Day. Herbert E. Evans, president of Peoples Broadcasting Corp., is NAB representative on IAAB.

Fresno proposal draws congressmen's views

Comments on the FCC's proposed rulemaking to assign ch. 12 from Fresno, Calif., to Santa Maria, Lompoc-Santa Maria, San Luis Obispo or Santa Barbara, all California, totaled nearly 300 by the Sept. 6 deadline.

A last-minute filing by Rep. Charles M. Teague (R-Calif.) stated that he was "vitally interested" in the rulemaking and proposed that ch. 12 should remain in Visalia or Fresno as an educational allocation. "I have doubts," he stated, "of assigning additional vhf channels to San Luis Obispo, Lompoc-Santa Maria, or Santa Barbara" since the area is small and has "difficulty" supporting its present facilities.

Another congressman, Rep. Charles S. Gubser (R-Calif.), also expressed interest in the rulemaking, saying that he felt that the San Joaquin Valley (Visalia-Fresno) should be an all-uhf market, but that the area should not be deprived of educational allocations. He further stated that a vhf channel would best serve the area for educational purposes.

KERO-TV Bakersfield, Calif., which operates on ch. 10, stated that the commission proposal to delete ch. 10 from that city should be rejected. The station stated that the successful all-uhf operation in Fresno would not be adversely affected by continued operation of ch. 10 in Bakersfield. The commission has proposed making Bakersfield an all-uhf operation.

Other comments were filed by KBAK-TV Bakersfield; KMJ-TV Fresno; KSBY-TV San Luis Obispo and KFSD-TV San Diego. ABC issued a statement in support of the commission's proposal to make Bakersfield as well as Fresno an all-uhf market.

Fresno was made an all-uhf market in July when the commission finalized rulemaking and ordered ch. 13 deleted from that city.

in the important

ALBANY-SCHENECTADY-TROY MARKET!

WAST . . . Lucky Channel 13 . . . is the ONLY area TV station posting *consistent* and *considerable* day and nighttime audience gains.

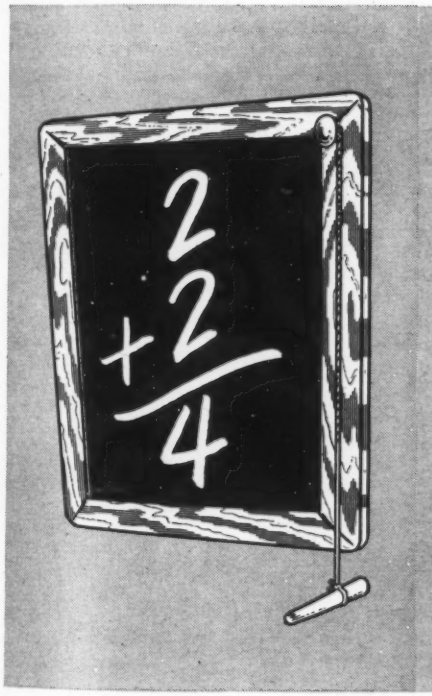
ARB, November '58 to March '60, WAST	UP 48.8%
NSI average ratings, April '59 to March '60, 6 A.M.-6 P.M., WAST	UP 49%
Saturday-Sunday 6 P.M.-Midnight WAST	UP 31.3%

WAST 13

SELL* Where People *BUY

call your H-R *man*

YOU CAN BE SURE



. . . when you buy the Shreveport market. Like every other business, television stations must build their own reputations to gain the respect and loyalty of their customers and the industry. Six years ago KSLA-TV started operations as Shreveport's *first and only* television station. Today it is still the *No. 1 preference* of viewers and advertisers alike.

We like to feel that this is possible because of our strict adherence to good station practices . . . *consistent*, yet imaginative, *programming* . . . and *loyalty* to national and local advertisers who can depend on KSLA-TV to fulfill its obligations to both advertisers and viewers.

This *consistency* PLUS *dynamic ratings* (and we have 'em) add up to KSLA-TV. Your *Harrington, Righter & Parsons* man has the *complete* story. Why not give him a call?

KSLA TV

CBS

channel 12 shreveport, la.

'CHRONICLE'S' NEW STRATEGY

Bay Area battle with NBC-TV prompts bid for network's D.C. tv facilities

The tangled affairs of NBC and RKO General Inc. were given a new yank last week when the *San Francisco Chronicle*, licensee of KRON-TV there, filed a formal application for the facilities of NBC's ch. 4 WRC-TV Washington, D.C.

The West Coast newspaper-broadcaster has been feuding with the network ever since NBC arranged to buy KTVU (TV) in San Francisco. KRON-TV is the present NBC affiliate in the Bay area.

Since NBC has agreed to sell its Washington stations (WRC-AM-FM are also included in the sale) to RKO General, the *Chronicle* said in last week's application, this means it is "no longer interested in continuing a tv service in that community."

The *Chronicle* said that the publicly-expressed desire of the existing owner of the Washington outlets to leave the community should entitle its application to serious consideration.

The *Chronicle* application for Washington stated that the publishing company was interested in developing a source of additional programs for its San Francisco station in the event it loses its NBC affiliation there.

Under FCC regulations, an applicant for an existing facility is entitled to be treated as if both his application and the renewal license application of the current broadcaster are brand new.

Bid for Philadelphia ■ The attack on NBC's Washington stations is not the only embroilment in which the network finds itself. Last May Philco Corp. applied for the ch. 3 facility now held by NBC's WRCV-TV in Philadelphia. This station also is involved in the NBC-RKO General swap.

The *Chronicle* has asked the FCC to consolidate into one hearing all of the NBC and RKO General transactions. It also has filed a civil antitrust suit against NBC, RKO General and KTVU.

The station swap agreement between NBC and RKO General involves the network's Philadelphia outlets, WRCV-AM-TV, to be exchanged for RKO General's WNAC-AM-TV and WRKO (FM) Boston. In addition NBC has agreed to sell to RKO General the network's Washington stations for $11.5 million and has signed an agreement to purchase KTVU for $7.5 million.

The complex ownership shuffle stemmed from the antitrust consent decree signed by NBC last fall. This required the network to sell its Philadelphia properties and to clear any additional purchases with the Dept. of Justice. The decree grew out of a government antitrust suit brought in 1956 after Westinghouse exchanged its Philadelphia stations for NBC's Cleveland outlets. Westinghouse received also $3 million from NBC. There were allegations that NBC pressured Westinghouse into agreeing to the exchanges under threat of yanking NBC affiliations from Westinghouse stations.

Westinghouse tried to intervene in the present NBC-RKO General exchange, but was denied this by the Philadelphia federal court. Westinghouse stands to lose its NBC affiliation in Boston if NBC acquires an outlet there.

The Philadelphia-Boston-Washington-San Francisco transactions have also caught the eye of Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust Committee. He told the FCC that he expected it to look carefully into the case.

KOLN-TV Lincoln gets new satellite

A champion of small-scale tv, the Electron Corp., has sold its construction permit for KGIN-TV Grand Island, Neb., to Cornhusker Tv Corp. for $2,500. Electron Corp. is a subsidiary of Ling-Temco Electronics.

Cornhusker, owned by John E. Fetzer, will use KGIN-TV (275w on ch. 11) as a satellite for its station in Lincoln, Neb., KOLN-TV. Mr. Fetzer also has interests in WKZO-AM-TV Kalamazoo, WWTV (TV) Cadillac and WJEF-AM-FM Grand Rapids, all Michigan.

Electron Corp. manufactures and markets low-priced closed circuit tv cameras, educational tv and tv broadcast systems and tv translator systems. The company is also the permittee of a tv station in Douglas, Ariz., and has applications on file with the FCC for tv stations in Reno, Nev., and Missoula, Mont., all low-power vhf.

A like bid

Another application for an existing tv facility was filed with the FCC last week. Southside Virginia Telecasting Corp., filed for ch. 8 Petersburg, Va. This is now occupied by WXEX-TV Richmond-Petersburg, Va.

The firm is the same as the one which contested for the original ch. 8 grant in 1955. In that case, Thomas G. Tinsley's Portsmouth Television Corp. won the grant.

Southside is 62.94% owned by Louis H. Peterson, owner of WSSV Petersburg (and of WNOR Norfolk and of 21% of WLVA-AM-TV Lynchburg, Va.). It asked that its application be set for hearing with the license renewal of WXEX-TV.

Miami ch. 10 action allows Wilson to build

L. B. Wilson Inc., the new grantee for ch. 10 in Miami, received a green light from the FCC last week to start building.

The commission granted a request by the Wilson firm for temporary authority to construct a tv station (WLBW-TV) on ch. 10 with 316 kw visual power and antenna height of 520 ft.

The FCC also waived the mileage separation rules and permitted WLBW-TV to construct its antenna site nine-tenths of a mile less than the required 220 miles co-channel separation between the Miami station's antenna site and that proposed by several Largo, Fla., ch. 10 applicants.

In its action the commission emphasized that the authorization is for construction only. When the station is built, a further authorization is required before operation may begin.

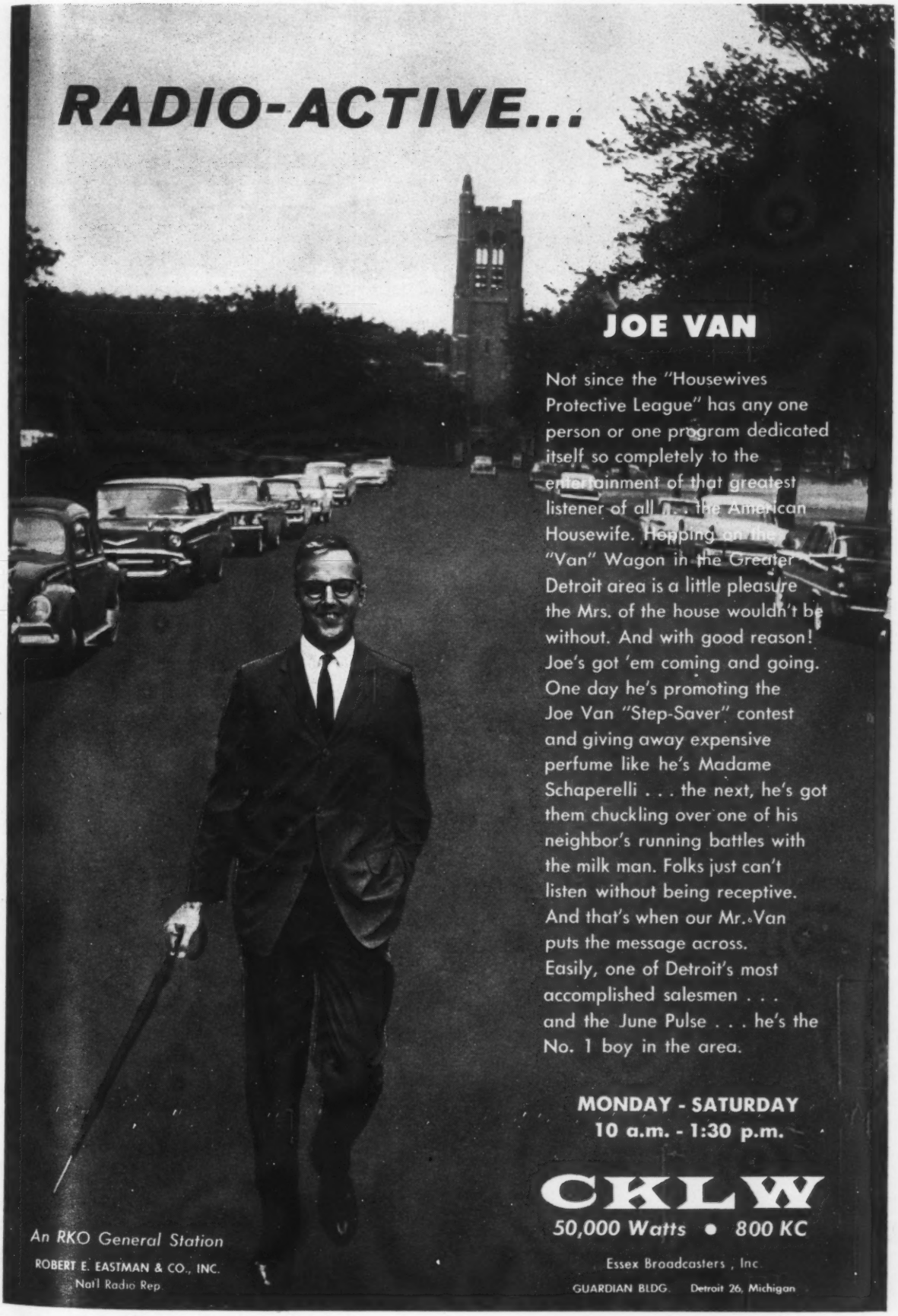
At the same time the FCC denied an objection by the Assn. of Maximum Service Telecasters to the L. B. Wilson request for mileage separation waiver and denied a request by National Airlines to withhold action on the L. B. Wilson request for temporary authority because of the pendency of National's legal petitions. National, which was ordered to take its ch. 10 station off the air by Sept. 15 (later extended to Sept. 30), has asked the FCC to reconsider its original July 14 grant to L. B. Wilson. It also has filed an appeal in the U.S. Court of Appeals in Washington against the commission's actions and has asked for a stay there.

Stay Denied ■ Earlier in the week the FCC announced it had issued instructions to turn down both National Airlines' and the *Boston Herald-Traveler's* requests for stays of the July 14 decision.

In its July 14 order, the FCC revoked its 1957 grant of ch. 10 to National Airlines and found all applicants disqualified except L. B. Wilson. It granted the Miami vhf channel to Wilson, but stated that it would only authorize a four months license initially.

The commission at that time also rescinded its 1957 grant of Boston's ch. 5

RADIO-ACTIVE...



JOE VAN

Not since the "Housewives Protective League" has any one person or one program dedicated itself so completely to the entertainment of that greatest listener of all . . . the American Housewife. Hopping on the "Van" Wagon in the Greater Detroit area is a little pleasure the Mrs. of the house wouldn't be without. And with good reason! Joe's got 'em coming and going. One day he's promoting the Joe Van "Step-Saver" contest and giving away expensive perfume like he's Madame Schaperelli . . . the next, he's got them chuckling over one of his neighbor's running battles with the milk man. Folks just can't listen without being receptive. And that's when our Mr. Van puts the message across. Easily, one of Detroit's most accomplished salesmen . . . and the June Pulse . . . he's the No. 1 boy in the area.

MONDAY - SATURDAY
10 a.m. - 1:30 p.m.

CKLW
50,000 Watts • 800 KC

Essex Broadcasters, Inc.
GUARDIAN BLDG. Detroit 26, Michigan

An RKO General Station
ROBERT E. EASTMAN & CO., INC.
Natl Radio Rep.

COUNTRY CLUB DUES $5

Sales Management's Survey of Buying Power says: "The presence of armed forces frequently constitutes a hidden plus; their average income, while well below the national average, frequently is largely available for discretionary spending."

Twenty-five major naval commands (comprising the world's largest naval installations), plus 7 important army and air force commands, located in the Norfolk-Newport News metro area create a hidden plus we estimate conservatively at $200 MILLION annually. For example, a civilian would have to earn $8,408 to equal navy pay of $3,709, plus allowances, income tax differential, retirement plan, health services, and other fringe benefits—including $5 country club dues, and 10c theater tickets!

Thus the more than $150 million paid to service people living in Tidewater equals about $350 million of civilian payroll. In other words, here is a hidden plus of $200 million not reported in the SM Survey of Buying Power, or elsewhere. And we have *not* included here the *fleet based navy* payroll of $123,199,602 in (1959), much of which is spent in

A MONTH in TIDEWTAR, VA.

FOUND: $200 Million of Effective Income

Tidewater.

Also please note that retail sales figures as reported in SM Survey of Buying Power and elsewhere do not include sales in Tidewater's many commissaries, post exchanges, ships' stores, and service clubs.

Tidewater is a tremendous market . . . greatest concentration of people in the entire Southeast . . . more than 820,000 (new census report) in half the area of metro Atlanta or Miami! Tidewtar is a better way to spell it, and sell it, for WTAR-TV is the most powerful advertising medium in the market—No. 1 in every audience survey ever made here!

WTAR-TV NORFOLK, VIRGINIA CHANNEL 3 CBS

Represented by Edward Petry & Co., Inc. *The Original Station Representative*

SAN DIEGO 11th CALIFORNIA

FURNITURE-HOUSEHOLD-APPLIANCE STORE SALES

in San Diego County reached $86,566,000* last year — a total that placed San Diego 11th among the nation's 200 leading counties.

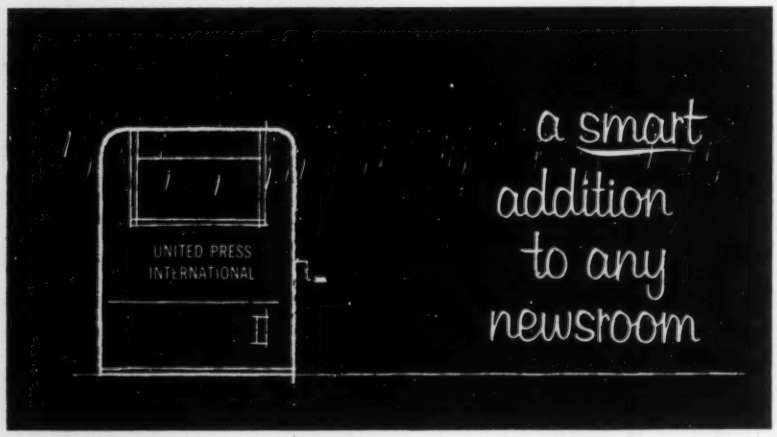
Top salesmen for products and services of all kinds are San Diego's two daily newspapers:

The San Diego Union
EVENING TRIBUNE

*COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

"The Ring of Truth" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA — GREATER LOS ANGELES — SPRINGFIELD, ILLINOIS — AND NORTHERN ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.



to the *Herald-Traveler,* but ordered a reopening of the original hearing.

In explaining its action last week in the Miami ch. 10 case, the FCC said that it "deems it essential to the public interest to permit L. B. Wilson Inc. to commence construction immediately and complete it as soon as possible so that in the event Public Service [the National Airlines' tv subsidiary] does not prevail in its pleadings, continuity of tv service to the Miami area on ch. 10 will not be interrupted."

Is House Oversight unit on its way out?

The House Legislative Oversight Subcommittee may not be reactivated in the 87th Congress next year, the *New York Times* reported last week. Rep. Oren Harris (D-Ark.) was quoted as saying next year will be "a new situation" and that he has no comments now on whether he'll ask that the unit, part of his House Commerce Committee, be revived.

House Speaker Sam Rayburn (D-Tex.) said he hadn't discussed the oversight unit's future with Rep. Harris, but that he would be guided by the latter's judgement. Speaker Rayburn first announced formation of the subcommittee in 1956.

The *Times* quoted "authoritative sources" as saying the subcommittee's investigations of the FCC and other agencies have been practically concluded and that two investigators have been dropped from the staff of about 30 persons for lack of funds.

Subcommittee spokesmen have said the unit has no active investigations under way concerning the FCC, but the group is underwriting an evaluation of broadcast ratings services by a three-man committee under the aegis of the American Statistical Assn. (BROADCASTING, April 4). No results from this study have yet been announced.

Two new tv's granted; cp proposed for third

Grants of construction permits for new tv stations in Flagstaff, Ariz., and Salina, Kan., have been made by the FCC.

Saunders Broadcasting Co., applicant in Flagstaff, was awarded ch. 13 with 1.78 kw power. The firm is owned by Charles J. Saunders, who also owns KCLS Flagstaff and publishes the weekly *Flagstaff Gazette.*

The Salina grant was to Prairie States Broadcasting Co. for ch. 34. The station will operate with 6.92 visual power. Prairie States is owned by M.L. and T.L. Gleason, principal stockholders of KAWL York, Neb.

In another tv action, Hearing Exam-

KCMC TV

TEXARKANA, Texas–Arkansas

Reaching more homes in a 33 county area than ever before:

Able to receive . . 97,800
Net weekly audience 71,000
ARB 1960 Coverage Study

Dominating the Audience in Metropolitan TEXARKANA

62.1%

SHARE OF AUDIENCE

ARB Station Audience Index
August, 1960, 6 to 10:30 PM nightly

Primary ABC with Unduplicated Programming over a wide 4-State Area:

Dominant KCMC-TV is now the only ABC primary affiliate between Little Rock and Dallas, and between Tulsa and New Orleans

dominate the 4-State Corner of the Southwest with . . .

KCMC TV

CBS ABC

Maximum Power Channel 6

TEXARKANA, Texas–Arkansas

WALTER M. WINDSOR, *General Manager*

Represented Nationally By **VENARD, RINTOUL & McCONNELL, Inc.**

Southwest—Clyde Melville Co.
Southeast—James S. Ayers Co.

iner Annie Neal Huntting issued an initial decision which proposes a grant of cp to Kentuckiana Tv Inc. for ch. 51 in Louisville, Ky. The competing application of United Electronics Laboratories Inc. for the same facility was dismissed without prejudice following an agreement between Kentuckiana and United.

Under the agreement, Werth L. Rector, president of United, will become a 12½% stockholder in Kentuckiana. Mr. Rector is sole owner of United. Kentuckiana Tv Inc. is a group headed by George E. Egger, president.

Sen. Morse: 'I have only begun to fight'

Sen. Wayne Morse (D-Ore.) said he will ask for a congressional investigation next year of "monopolistic practices" in chain acquisitions of newspapers and radio and tv stations.

"I have only begun to fight," he said, after charging such monopoly exists in the methods of acquisition of newspaper and broadcast properties used by the Samuel I. Newhouse organization, which owns WSYR-AM-FM-TV Syracuse, WAPI-AM-FM-TV Birmingham; WTPA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore., 22.71% of KTVI (TV) St. Louis, and which publishes a number of newspapers.

Sen. Morse said the Newhouse organization recently bought 40% of stock in the *Springfield* (Mass.) *Republican* and is attempting to "weaken" the newspaper's pension plan for employes. He called this an anti-labor practice and said Newhouse also is engaged in similar practices in Oregon.

"Democracy will be greatly weakened," he said, "if the people of this country start to be brainwashed by a monopolistically-controlled press, radio and television business."

AFTRA Chicago writes its congressman

The Chicago chapter of American Federation of Tv & Radio Artists has asked Congress to require the FCC to hold public hearings where broadcast license renewals have been protested. The chapter said local and network broadcasters in Chicago have cancelled locally produced programs, thus terminating services of AFTRA members there.

AFTRA made similar charges against NBC's Chicago stations, WMAQ and WNBQ (TV), Oct. 2, 1958, in a petition to the FCC asking that the stations' license renewal applications be denied. The FCC turned down the petition and renewed the station licenses Dec. 22, 1959.

The union made its views known in a request to Rept. Roland V. Libonati (D-Ill.) who forwarded it to Rep. Peter F. Mack Jr. (D-Ill.), a member of the House Commerce Committee, which has jurisdiction over the FCC.

The AFTRA chapter also on Aug. 12 asked Sen. Everett M. Dirksen (R-Ill.), Senate minority leader, to help defeat that part of a minimum wage bill (the bill died in Senate-House conference) affecting employes of tv and radio stations in cities of 100,000 population or less. The bill proposed exemptions to such stations only where overtime pay is involved. The AFTRA message, however, indicated the union feels the proposed exemptions applied to the regular 40-hour week. The AFTRA group said there are hundreds of stations just outside large cities such as Chicago, which claim coverage of the larger cities.

FCC relents on 50 of blocked renewals

The FCC last week opened the dam on a reservoir of an estimated 600 license renewal applications which have been held up for the last six months—and approved renewals of almost 50 licenses.

The group covers stations all over the country and includes eight tv stations. It was included in the announcement of routine license renewals of stations in Maryland, Virginia, West Virginia and the District of Columbia, all of whose licenses expire Sept. 30.

The backlog of station renewals applications, considered the highest in FCC history, stemmed primarily from the payola scandals as well as such other problems as stations' failure to reply or to respond fully to the questionnaire on the same subject; on purported technical violations and other "housekeeping" matters (CLOSED CIRCUIT, June 13).

There's general understanding that the commission has lifted its restrictive hand for most of those applicants whose renewals were frozen because of the imposition of the Commission's "get tough" policy.

The following stations, which had been operating under a temporary extension of their old licenses, were renewed:

WHP-AM-FM-TV Harrisburg, Pa.; WDEA Ellsworth, Maine; WBNX New York, N. Y.; WPEL Montrose, Pa.; WFMZ (FM) Allentown, Pa.; WAGM-AM-TV Presque Isle, Maine; WKNE Keene, N.H.; KFTV Paris, Texas; WHYN Springfield, Mass.; KFDA Amarillo, Tex.;

WLEM Emporium, Pa.; KDFC (FM) San Francisco, Calif.; WPRO Providence, R.I.; WSMN Nashua, N.H.; WLOA-FM, Braddock, Pa.; WNAE Warren, Pa.; WCAX Burlington, Vt.; WINR Binghamton, N.Y.; WGBR Goldsboro, N.C.; WLBR Lebanon, Pa.; KONE Reno, Nev.

KVOS-TV Bellingham, Wash.; WCHN Norwich, N.Y.; WKST New Castle, Pa.; WGCB Red Lion, Pa.; KOLO Reno, Nev.; WPME Punxsutawney, Pa.; WVNJ Newark, N.J.; WNCN (FM) New York, N.Y.; KCUL Fort Worth, Tex.; WWLP (TV) Springfield, Mass.; WRLP (TV) Greenfield, Mass.; WWOR-TV Worcester, Mass.

WGAW Gardner, Mass.; WJDA Quincy, Mass.; WHMP Northampton, Mass.; WERS (FM) Boston, Mass.; WHSR-FM Winchester, Mass.; WABI-AM-TV Bangor, Maine; WPOR Portland, Maine; WFMU (FM) East Orange, N.J.

WCBA Corning, N.Y.; WICU-TV Erie, Pa.;* WQED (TV),* WQEX (TV) Pittsburgh, Pa.

*WDFM (FM) State College, Pa. KOFY San Mateo, Calif.; WRIB Providence, R.I.; KIEV Glendale, Calif.

FTC announces more payola consent orders

Federal Trade Commission approval of consent orders forbidding further payola practices by Carlton Record Corp. and Carlton Record Distributing Corp., New York, and Hugo & Luigi Products Inc., New York, was announced last week.

The FTC in approving the consent orders adopted initial decisions by two examiners based on orders agreed to by the Carlton firms, which manufacture and sell records to independent distributors, and Hugo & Luigi, which produces master recordings for sale to record manufacturers for reproduction. The H&L decision was amended slightly by the FTC.

All the concerns were charged with paying tv and radio disc jockeys to broadcast the firms' records and the Carlton firms were charged with making payments to other station personnel. The consent agreements are not considered admissions by the firms that they have violated the law.

The FTC also announced that another record distributor, Interstate Electric Co., New Orleans, has denied the agency's charge made June 27 that it practiced payola. Interstate said it participated in "generally accepted and entirely proper promotions and advertising activities" which were "not intended to" and did not obtain exposure "in the manner alleged" and that they did not mislead and deceive the public.

WJAR-TV SCORES NEWS BEAT AT NEWPORT JAZZ FESTIVAL

On TV news programs throughout the nation, a startled nation watched the explosive riot at the Newport Jazz Festival last July — thanks to a crack camera crew of WJAR-TV. WJAR-TV filmed this major news event, and supplied NBC, CBS, TELENEWS and other New England stations with film. At the same time, WJAR RADIO fed NBC's "Monitor". Major scoops like this are another reason why the Peabody-Award-winning News Department of WJAR-TV dominates the Providence market!

WJAR-TV CHANNEL 10 • PROVIDENCE

NBC

abc

Represented by

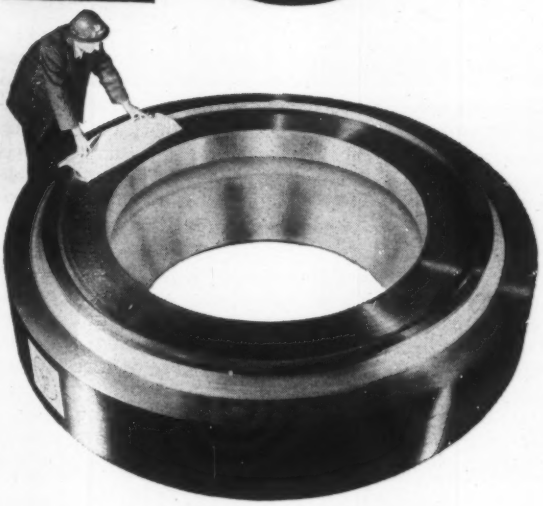
Edward Petry & Co., Inc.

This mark identifies modern, dependable Steel. Look for it on consumer products.

U

AT

P & M

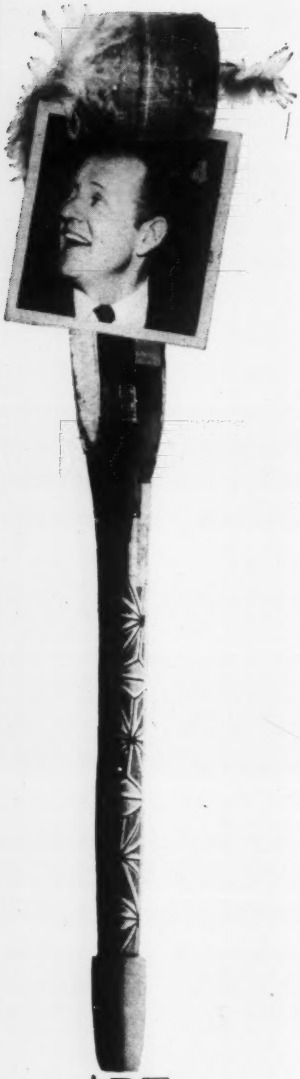


Whether it jumps to make a discovery that's out of this world, or sits down quietly to spend a century or two on atomic research, steel is the only material that has the strength and vigor to keep up with the reach of modern man's mind.

New Stainless Steels developed by United States Steel withstand the vibration and friction of unearthly speeds. New USS Steel Forgings shape atomic reactors and nuclear power systems. Look around. You'll see steel in so many places—building strength.

USS is a registered trademark

USS **United States Steel**



ART LINKLETTER'S HOUSEPARTY

To millions of listeners, the liveliest Art is Linkletter. His zany stunts, surprises and conversations with kids (who say the darndest things) make Houseparty a bright spot in the day for housewives. And as for sales, nobody livens them up like Art Linkletter. In all radio, Art Linkletter is the kind of company you keep

ONLY ON CBS RADIO

WARNER POST-48 FILMS SOLD

AFM fails to block sale of 122 features

Warner Bros. transferred 122 post-'48 feature films to Seven Arts Productions, Toronto, last Tuesday (Sept. 6) following a U.S. District Court ruling, which denied an American Federation of Musicians' petition for an injunction to halt the sale.

An agreement between Warner Bros. and Creative Telefilm & Artists, Toronto, which has changed its name to Seven Arts Productions, had stipulated that Warner would be paid $11 million for the tv rights, plus a 50% participation in profits after all costs and distribution fees were recovered. The closing for the transaction originally had been set for Sept. 1 but was held up when the AFM sought the injunction. The union claimed that Warners and other major studios were bound to a contract under which they had to obtain consent from the federation before they coud sell films in which musicians performed.

U.S. District Court Judge William B. Herlands, in denying AFM's application, upheld Warner's contention that the contract between the motion picture company and AFM had ended in 1958 when studio musicians chose the Musicians Guild of America as their bargaining agent.

A Warner attorney confirmed that the transfer of the 122 films had been completed on Tuesday. Seven Arts Productions, meanwhile, has scheduled a news conference in New York today (Sept. 12) to give details of the transaction and to reveal plans for distribution of the films to tv.

Appeal ■ AFM immediately appealed the decision and warned that it will "continue to file suits against any major motion picture producer that ignores its contractual pledge to the federation." The union maintained that despite Judge Herlands' ruling, contracts between AFM and the movie makers in effect until early 1958 when the AFM members went out on strike require AFM's consent to any tv use of theatrical pictures made before that time.

Musicians Guild of America announced that it too will go into court seeking injunctions to stop any of the major studios with which it has contracts (that went into effect two years ago when MGA won bargaining rights at these studios from AFM) from selling their post-'48 theatrical films to tv. MGA will also ask for a court order requiring the motion picture producers to negotiate with it for reuse payments for the musicians who participated in the original scoring of the pictures.

Cecil Read, guild president, reiterated MGA's position that the musicians who worked on these films "have certain legal and/or equitable property rights in and to all sound track on the post-'48s and that MGA, as collective bargaining representative for studio musicians, is entitled to go to court to enforce the tv restrictive clause.

"It is the intention of the guild to take whatever legal action is necessary to protect the rights of the musicians and to require all reuse payments to be made to the actual musicians who scored these pictures, instead of to the AFM trust fund, as has been the case in all pre-'48 films and some post-'48 films already sold to television under AFM policies and contracts."

AFM President Herman Kenin has stated that all reuse fees AFM collects from the sale of 1948-58 pictures to tv will be distributed on a pro rate basis to the men who played for the sound tracks and not diverted to the trust funds.

Studios involved are Allied Artists, Columbia, Disney, MGM, Paramount, 20th Century-Fox, Universal-International and Warner Bros. In an NLRB election held Wednesday-Thursday (Sept. 7-8) in Hollywood, AFM was seeking to regain the right to act as collective bargaining representative for the studio musicians it lost to MGA two years ago. Some 1,400 musicians were eligible to vote in the two-day election. (See AT DEADLINE.)

Can't hire, then train help, animators agree

Faced with a shortage of trained animators to work on tv programs and commercials, more than a dozen Hollywood animation studios are contributing $405 apiece (salary of an instructor) to establish five evening courses in animation at the U. of Southern California. Other studios now being contacted by an organizing committee are expected to bring the total studios participating to at least 20, a spokesman said. The money will go to provide teaching materials needed for the classes and, if there is anything left over, scholarships for talented students may be established.

Instructors will be working members of the profession. Lester Novros, owner of Graphic Films Corp., who was with Disney before he started his own busi-

ness in 1941, will teach filmic expression, an introductory course, Mondays, 7-8:40 p.m. Art Babbitt, director of animation and co-owner of Quartet Films, another Disney alumnus, will teach an animation class, Tuesdays, 7-9:40 p.m. Paul Julian, co-owner of Quartet Films, who started in animation with Warner Bros., will teach a class in cinematic design, Wednesdays, 7-8:40 p.m.

Leo Salkin, writer-director for Format Films, will teach the course in elements of production, Thursdays, 7-9:40 p.m. Ray H. Thursby, now with Anicam and for many years a cameraman with Pacific Productions, Disney, Industrial Films and the Army, will teach problems in cameras, Fridays, 7-9:40 p.m.

Classes will start Sept. 19. Each course will run for 16 weeks, ending Jan. 27. Tuition is $32 per unit. Filmic expression and cinematic design are two units each.

Animation studios which have contributed or pledged the $405, an arbitrary figure based on the salary of an instructor, are: Cascade Pictures of California, Churchill-Wexler Productions, Film Fair, Fine Arts Productions, Format Films, Graphic Films, Hanna-Barbera Productions, Pantomime Pictures, Ray Patin Productions, Playhouse Pictures, Quartet Films, Swift-Chaplin Productions, Tv Spots and Jay Ward Productions.

Big changes in NBC's Saturday a.m. lineup

NBC-TV's Saturday morning lineup of children's shows has undergone a shake-up resulting in three major schedule changes effective in October. Four varied programs, including two new colorcast series, are set for the young audience.

Starting at 10 a.m. (all times EDT) on Oct. 1 will be *The Shari Lewis Show*, a color series that replaces *Howdy Doody Show*, which will be sponsored by National Biscuit Co. through Kenyon & Eckhardt. *King Leonardo and His Short Subjects*, a new color cartoon series about a gentle lion who rules over the mythical kingdom of Bongo Congo, will follow at 10:30 a.m., starting Oct. 15. It replaces *Ruff and Reddy Show* and will be sponsored by General Mills through Dancer-Fitzgerald-Sample. *Fury*, starting its sixth season on NBC-TV, continues in its current 11 a.m. time period under sponsorship of Miles Labs, through Wade Advertising, and National Biscuit (K&E).

The Lone Ranger, a long-time radio-tv western series that was on CBS-TV last season, moves over to NBC-TV Oct. 1 in the 11:30 a.m. spot. It will replace *Circus Boy* and will be sponsored by General Mills (D-F-S), and, starting in January, by Beech Nut Life Savers through Young & Rubicam. *True Story* and *Detective's Diary*, both sponsored by Sterling Drug via D-F-S, will continue in their current 12 noon and 12:30 p.m. periods respectively.

MGA scales rise

An estimated 35% increase in the scales of phonograph-recording musicians are contained in the new four-year contract signed by Musicians Guild of America with Essex Productions Inc. (Frank Sinatra firm), Verve Records Inc., Contemporary Records Inc. and Disney Records effective immediately. The pact provides for a basic rate of $67.50 for three-hour recording session ($16 increase over old AFM rate) with yearly increases up to $75. Overtime and re-use rates also increase as do scales for arrangers, orchestrators, copyists and librarians.

■ Film sales

"Warner Bros. Features" (UAA)

Sold to KRIS-TV Corpus Christi; WINK-TV Fort Myers, Fla.; KMBC-TV Kansas City; KCRA-TV Sacramento; KPLR-TV St. Louis, and WHYN-TV Springfield, Mass.

"Warner Bros. Cartoons" (UAA)

Renewed by KGBT-TV Harlingen, Tex.; KDUB-TV Lubbock; WKRG-TV Mobile, and WSBT-TV South Bend, Ind. Sold to WKRC-TV Cincinnati; KQTV (TV) Fort Dodge, Iowa; KTVO (TV) Ottumwa, Iowa; WPSD-TV Paducah, Ky., and WICS (TV) Springfield, Ill.

"The Play of the Week" (NTA)

Sold to WHEN-TV Syracuse, N.Y.; WTOL-TV Toledo; WTVR (TV) Richmond, Va., and WRCV-TV Philadelphia.

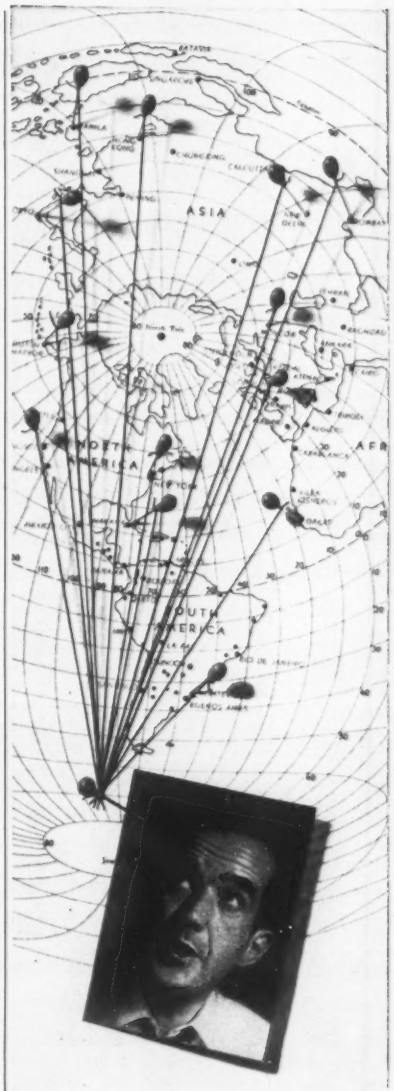
"Tightrope" (Screen Gems)

Reruns sold to WNEW-TV New York; KTTV (TV) Los Angeles; WCCO-TV Minneapolis; WTTG (TV) Washington; KOOL-TV Phoenix; WKRG-TV Mobile, Ala.; WBRC-TV Birmingham, Ala., and KALB-TV Alexandria, La.

"Boxoffice" (UAA)
(first listing)

Sold to KTVK (TV) Phoenix and KLRJ-TV Las Vegas.

Background: This package contains post-'48 features such as "The Barefoot Contessa," "King and Four Queens," and "Baby Face Nelson." Other UAA features sales include "United Artists Features" sold to WNBC-TV New York and KTES-TV Nacogdoches, Tex. "Warner Bros. Fea-



BACKGROUND

Edward R. Murrow presides over a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO

A tv campaign for Moral Re-Armament

A worldwide movement to help free nations battle against communism is operating out of one of the most complete tv plants in the nation.

Moral Re-Armament, with new tv facilities completed this summer at Mackinac Island in northern Michigan, is setting up an extensive video production schedule and plans to distribute films to stations in the U.S. and other countries.

The program was mapped out in rough form over the Labor Day weekend as volunteer executives and talent from New York, Hollywood and foreign nations met at the group's American headquarters. A second world center is maintained at Caux, Switzerland.

A new film produced at Mackinac, *The Crowning Experience,* will be made available to tv stations on a public service basis. Its theatrical debut is scheduled Oct. 15 at Warner's Times Square theatre, New York. The film, depicting the life of Mary McLeod Bethune, Negro educator, stars Muriel Smith.

MRA has representatives in the Congo where the lessons of democracy are being taught. In addition, prominent persons from many African nations have been receiving indoctrination in the democratic way of life at Mackinac Island and Caux. This is just one phase of MRA's work.

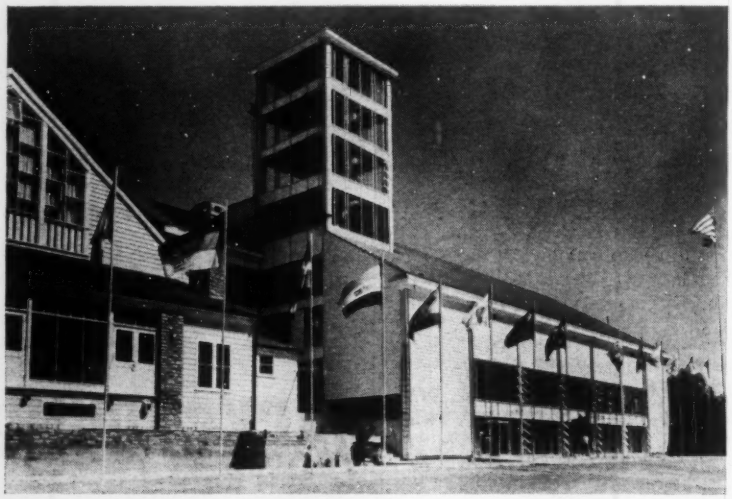
On The Offensive ■ Howard S. Meighan, president of Videotape Productions of New York, has been serving MRA as an industry consultant to this endowed, volunteer project which has the support of democratic thought leaders in many nations. Andrew Inglis, manager of closed circuit television and film recording of the marketing department of RCA, is another industry advisor.

Using ideological methods, MRA's goal is to put free nations on the offensive in the worldwide battle against communism. The Mackinac project was built last winter by volunteer workers from 23 countries. The first MRA major film production was titled *Hoffnung,* meaning "hope." It has been shown on tv stations in the U.S. and 12 other nations on a public service basis.

The tv studio at Mackinac covers 82,500 square feet. It can produce all types of films ranging from news clips to full-length color features. The main studio is 80x120 feet, flanked by a smaller 20x50 studio and rehearsal facilities. Film laboratory, editing and dubbing equipment and all other needed facilities are provided plus an 800-seat theatre. The klieg lighting system is claimed to be the world's largest.

James Hardiman, publicity director of Screen Gems, predicted MRA will turn out "the finest pictures ever shown. They will be great in entertainment value and professional standards, but more important they will carry a message of hope for the world."

Dr. Frank N. D. Buchman, managing director of Scottish Television, described MRA's new tv facilities and the MRA project as "the ideological master stroke of the century." He added, "Nothing could be more timely than the opening of this studio now. It comes when civilization is facing chaos and gives a full and effective answer to it. The programs from this studio will put the free nations on the offensive and effectively wrest the initiative from Khrushchev."



MRA's new studio at Mackinac Island, Mich.

tures" to WTVT (TV) Tampa, Fla.; WMAL-TV Washington, D.C.; KXGO-TV Fargo, N.D., and KXJB-TV Valley City, N.D. "RKO Features" to WHNB-TV Hartford, Conn.; "Movieland Features" to WMAR-TV Baltimore; WMAL-TV Washington and KTVE (TV) El Dorado, Ark. "UAA Features" were sold to WNBC-TV New York and WSAZ-TV Huntington, W.Va.

"1960 Olympics" (CBS Films International Sales)

Television rights sold to ch. 13, Buenos Aires, Brazil, and to the Australian Broadcasting Commission.

"Superman" (Flamingo Films)

Sold to WPIX (TV) New York; WGN-TV Chicago; WXYZ-TV Detroit; WSB-TV Atlanta; WPST-TV Miami; KMGO-TV Fargo, N.D.; WNDU-TV South Bend; WITI-TV Milwaukee, and KOB-TV Albuquerque.

"Highway Patrol" (International Television Programs)

Sold to new, planned German commercial television operation, scheduled to go on the air in early 1961.

"Case of the Dangerous Robin" (Ziv-UA)

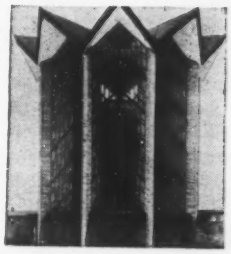
Sold to WTVY (TV) Dothan, Ala.; WSPA-TV Asheville-Greenville-Spartanburg; KFYR-TV Bismarck, KUMV-TV Williston, WMOT (TV) Minot, KDIX-TV Dickinson, all North Dakota; WBRZ (TV) Baton Rouge, and WEHT (TV) Evansville, Ind. Also sold to Gay Johnson's Wyoming Automotive Service Co. for KFBC-TV Cheyenne; Capitol Chevrolet, WCOV-TV Montgomery, Ala., and to Brown & Williamson for WBZ-TV Boston; KDKA-TV Pittsburgh; WBAL-TV Baltimore; KYW-TV Cleveland, and WDAF-TV Kansas City.

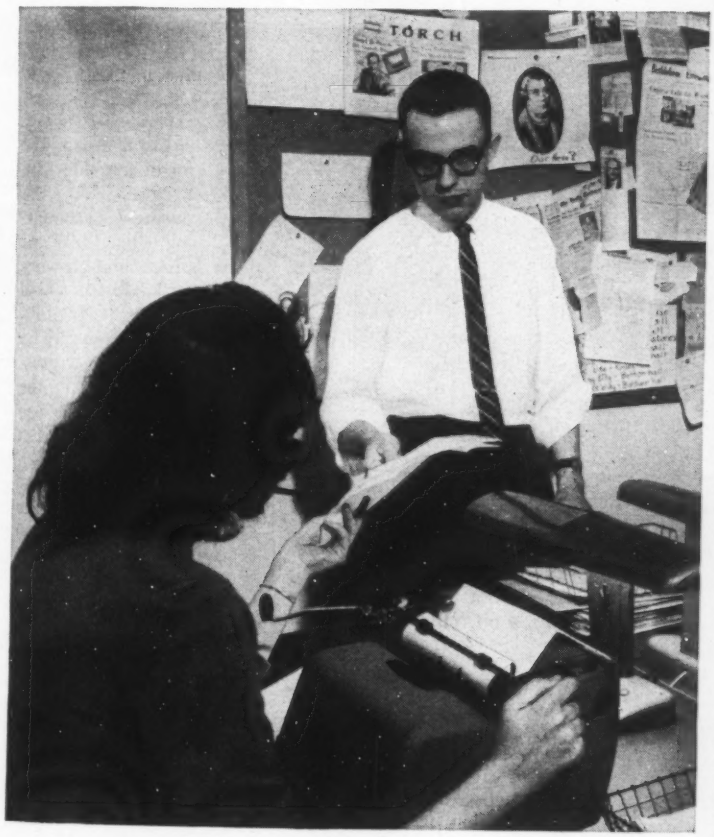
Now in **142** markets.

"Popeye Cartoons" (UAA)

Renewed by WTEN (TV) Albany, N.Y.; WNEM-TV Bay City, Mich.; WCIA (TV) Champaign, Ill.; KGBT-TV Harlingen, Tex.; KDUB-TV Lubbock, Tex.; WKRG-TV Mobile, Ala.; WEEK-TV Peoria, Ill., and WTVT (TV) Tampa, Fla.

How much does it cost NOT TO GO TO COLLEGE?





James A. Nuechterlein, 22, a senior at Indiana's Valparaiso University, is typical of the young Americans who hold scholarships awarded by American business. Majoring in history and government, he is editor-in-chief of the student newspaper, the Torch. (Top) New, modern buildings like the impressive chapel above are rising on the campus of this 100-year-old university.

Everybody deplores the high cost of going to college.

But the rapid and exciting scientific developments of recent years make one thing obvious. It is vitally important that America's young people be well educated to meet the challenge of the future.

For quite some time, American business has been aware that the high cost of going to college is not nearly as high for the nation as the cost of *not* going to college. The cost of *not going to college* could be a critical weakening of democracy itself. The nation cannot afford that price!

To help promising students and privately-financed liberal arts colleges, we and many other companies give financial aid in various ways. Standard Oil, for example, has made funds available which provide for 34 graduate fellowships and undergraduate scholarships in science and engineering. The educational institutions select those who receive the awards. Four-year scholarships awarded through the National Merit Scholarship Corporation also are included in the program. Supplementary grants are made to schools chosen by the Merit Scholarship winners.

In addition, Standard Oil has made funds available from which $175,000 is paid yearly, through the State Associations of Colleges, to aid privately-financed liberal arts colleges in the Midwest and Rocky Mountain areas.

At Standard Oil, where so much of our planning concerns the future, we believe there are few things more vital to America's security than a well-educated public. And we think that industry should back up such beliefs with substantial aid to colleges and students.

What Makes A Company A Good Citizen?

For one thing—the way it looks ahead, for the good of all. In years to come, America will gain strength and security through the combined efforts of business and colleges today in making higher education available to more people.

STANDARD OIL COMPANY
(INDIANA)

STANDARD

THE SIGN OF PROGRESS...
THROUGH RESEARCH

A DAVID IN A FIELD OF GOLIATHS

Rotondo, production aid firm, prospers despite tv changes

It's the annual jitters and misgivings season in television, the weeks of suspense between plans and production. In New York, where production and crafts people keep readjusting to technical developments and the West Coast program pull, there's a private production supplier who has thrived through it all. But this September he's shaking his head and wondering where tape and the West Coast are going to leave him.

He's the founder of the P.J. Rotondo Construction Co., a modern David in a field of network Goliaths. Mr. Rotondo started some 50 years ago in the theatre, grew with television and now competes with networks on supplying physical production services. His company approaches a $2 million yearly volume.

Sunny Side ■ Mr. Rotondo's gloom fails, however, to rub off on his men. The executive vice president of P.J. Rotondo Construction is as sanguine as the founder is uncertain. Aram Bohjalian concedes that live program orders have diminished the past few seasons. But commercial work has compensated to the point where it represents 70% of a total volume in tv that has never stopped growing. Mr. Bohjalian looks for no plateau so long as new advertisers throng to join the established ones in a field that is still young. As for tape, where Mr. Rotondo foresees possible trouble, Mr. Bohjalian sees positive benefits. Tape is tending to turn program work from seasonal spurts into a 12-month operation, although it will take years to reach that optimum, he thinks. Meanwhile, Rotondo is busy and making money in both the live-tape and film areas.

Rotondo is not the only private New York firm competing with networks in production service. It is, however, virtually alone among independents in offering a complete production package, design to effects.

The others in the field, ABC, CBS and NBC, all own production establishments several times the size of Rotondo. All are working for a cut of what must have been a $15 million pie last year, give or take some millions. It is a congenial competition and each supplies the other on items not duplicated in the different shops (odd properties, plastic molds, gear, etc.).

Not all networks care to discuss the subject in detail, but Ervin Anderson, manager of CBS design and production operations, will admit to a $5 million annual volume. E. Carlton Winckler is head of this operation, which employs from 250-350 people from low point to peak season. NBC, with last year's bulky schedule of specials added to regular program and commercial jobs, probably showed a very considerable volume, although Bernard I. Paulson, director of design, art and scenic production, would rather not say what. Frederick Schumann's production services department at ABC keeps 80-100 people busy on network shows, commercials and occasionally pilots. Networks stock properties and costumes and have on staff the studio technical personnel, lighting, wardrobe, makeup people and other specialists needed on a set.

Out of the East ■ Rotondo devotes little or no space to props and costumes but still requires 40,000 square feet of working room in two buildings that are situated by New York's East River on 93rd and 94th Sts.

Artful clutter ■ One of a series of authentic interiors Rotondo rounded up for *Philadelphia Story*, a 90-minute special last season on NBC-TV.

In bidding against the network, Rotondo trades on its comparative size. It is completely specialized, unburdened by complex organization and bulky overhead. Although the company retains some stage and convention work, its main stake is in tv, and it has to make money from this specialty to survive. Rotondo can get a job out overnight.

The complete production package covers scenic design, construction and paint, props and prop men, costumes, graphic arts, mechanical effects and display. There are 75 on staff the year around and twice that many at midpoint in the September-June season. Four trucks and a station wagon ply between the Rotondo plant and network tape and film studios around town.

Commercials nowadays are the backbone of the business, accounting for 70% of orders and growing "by leaps and bounds," Mr. Bohjalian says. (The executive vice president joined the firm five years ago after half a dozen years with Benton & Bowles, New York, where he was a tv producer.) During a slow week for Rotondo last month, work was in progress for these tv clients, split roughly 70/30% between tape and film: White Owl, Beechnut, Swiss Watch, Dow, Blue Bonnet, Consolidated Edison, Carter Products, Post Cereals, Maxwell House, Instant Maxwell House, Remington Rand, Sealtest, Dupont, Philco Ipana, Bufferin and Bromo Seltzer.

A couple of network daytime soap operas and the weekly *I've Got a Secret* sustain program activity between specials such as Equitable's *American Heritage* and *DuPont Show of the Month*, the alternate-week *Armstrong Circle Theatre* and others. Rotondo will be bidding for live and tape shows still not selected in this season's bill of specials, as well as whatever regular programming it can land. The reduction of specials this year below last year's record

proportions is working to sharpen the sales effort.

Networks are reticent to name their stake in the scenic supply business, but obviously it is important to them, although proportionately small on the big ledger. There have been other independents bucking them besides Rotondo in the New York field, and they have fallen by the wayside in the short history of television. Rotondo has endured and expanded. Its willingness to go all the way on the production package probably is one reason for this.

The founder may get the blues in August. But Mr. Bohjalian thinks the firm is in the business to stay.

Program notes

Strictly service ■ CBS-TV contributed its services and facilities for a special half-hour closed-circuit program carried to thousands of volunteer workers for the United Community Funds and Councils of America last Wednesday (Sept. 7). The taped program, which featured appearances by President Eisenhower and leading figures from business, labor and entertainment, discussed the forthcoming nationwide campaign. The program originated from WTOP-TV Washington, D.C., and was fed to CBS-TV affiliates throughout the country. Volunteer workers viewed the telecast in the studios of affiliated stations.

Multi-station hoedown ■ A new country-western tv show, called *Mississippi Valley Jamboree*, will be offered to stations in late October. The program features country and hillbilly stars and audience participation, originates live in St. Louis from 10 p.m. to midnight CST. The producers announced that over a dozen stations covering a five-state area have signed for the show so far. Sponsorship is sold in half-hour segments. For further information write Gateway Broadcasting Co., 11600 Tesson Ferry Rd., St. Louis.

Sub-launch report ■ A depth report on the U.S. Navy's Polaris, a hydrogen-headed ballistic missile that uses atomic-powered submarines as the launching site, is set to open the 1960-61 *CBS Reports* series Sept. 29. The film is titled "The Year of the Polaris," will fill the 9:30-10:30 p.m. period and will feature Edward R. Murrow as the reporter. The episode is considered an offshoot of the much heralded "Biography of a Missile" shown in the past season's series. For this program, Mr. Murrow and others connected with the production had been involved with the Polaris project over a year and a half. Fred W. Friendly is executive producer and Palmer Williams director of production of the series which will be seen twice-a-month in the new season.

Dry subject ■ A series of three radio documentaries on the problem of obtaining water in Arizona is being produced for broadcast on the Voice of America by KPHO Phoenix. The programs will be of special interest to the people of arid areas of the world such as Egypt, India and the Sudan. The programs will first be broadcast on KPHO, then in English around the world with subsequent translations for those areas with climate similar to that of southern Arizona. Larry Burroughs, KPHO program director, is in charge of the series.

Yankee talk show ■ A new weekly discussion series prepared by the public affairs department of the Yankee Network, entitled *American Issues*, started on WNAC Boston and all Yankee Network stations last week. It will continue for 18 weeks. One year in preparation and produced by the Tufts Civic Education Center of Tufts U. in cooperation with Lowell Institute Cooperative Broadcasting Council at WGBH, the programs will bring together outstanding local and national figures for de-

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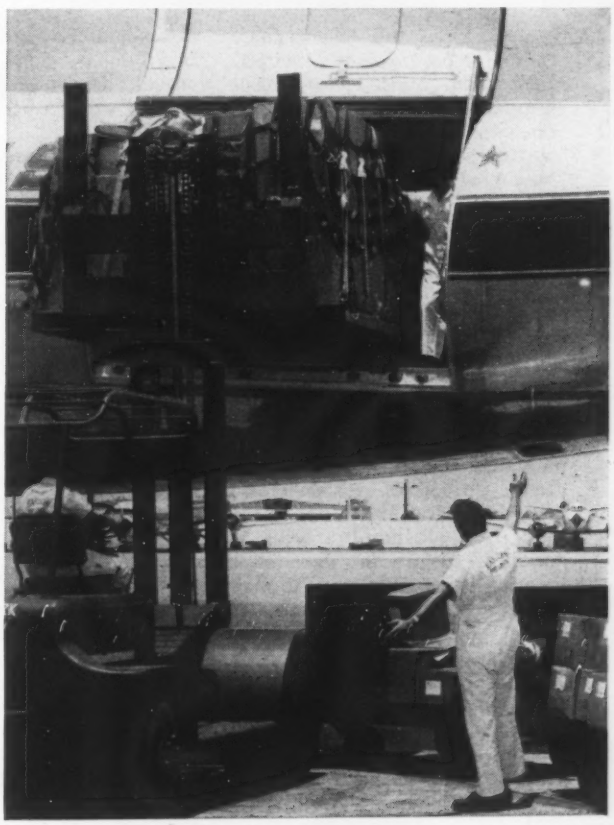

bates on topics such as "Will American local government survive?", a two-part probe that will launch the series.

Middle East sales ■ International Radio & Television Programs, N.Y., has been appointed European and middle east sales representative for Official Films Inc., N.Y. International Radio and Television Programs Inc. maintains an office at 25 W. 45th St., New York, N.Y., and will appoint agents abroad.

Record first half ■ TelePrompTer Corp., N.Y., announced September 1 that gross revenues in the six months ended June 30 reached $2,631,-071, highest figure for any similar period in the company's history. This represents an increase of 37% over the $1,910,194 reported for the same period a year ago. Net income for the period was $107,821, equal to 18¢ a share on 599,794 shares outstanding at June 30 compared with net earnings of $132,135, or 37¢ per share on 356,591 shares outstanding at mid-year 1959. First half earnings were reduced through purchases of catv systems and development of Key-TV, a pay tv system (BROADCASTING, Aug. 29).

NCAA rally ■ ABC-TV will present *Football Kickoff—1960* on Sept. 14 (Wed. 7:30-8:30 p.m. EDT) as a special program-salute to the network's coverage of National Collegiate Athletic Assn.'s football games starting Sept. 17. College football stars of the past and present will appear as well as singers Merv Griffin and Louise O'Brien, with John Daly as host-m.c. The tv rally is produced by Fred Heider and directed by Jack Sameth.

What's right ■ Amy Vanderbilt, etiquette expert, has been signed by Victor & Richards, N.Y., to write and record 130 35-45-second program capsules for radio syndication. The series entitled, *The Right Thing To Do* deals with everyday problems in social behavior.

Philosophy course ■ WPON Pontiac, Mich., in cooperation with Michigan State U.-Oakland, plans to start a 12-week university-level radio course titled *The Philosophies of Life*. Half-hour programs each Saturday 10-10:30 a.m. from Oct. 1 through Dec. 17 will be augmented by at least three discussion sessions on the MSUO campus. Dr. William Kluback, MSUO professor of philosophy, will serve as instructor. Registration cost per person is $1, which covers a course outline, supplementary reading list abstracts and excerpts and a certificate of completion, all of which will be mailed to the air-course student. WPON says the series is an experimental project designed to determine the desire for such instruction in the Pontiac area.

Acquires rights ■ Banner Films, N.Y., has acquired distribution rights to *The Debbie Drake Show*. The show, which offers 130 15-minute episodes, features planned exercises, beauty tips and health hints demonstrated by Miss Drake.

Service unit ■ C.F. Productions, N.Y., has been formed to handle sales and service details of the MBS syndicated program, *Living Should Be Fun*. The firm, to be located at 1 Park Ave., will be headed up by Dave Nathan. Telephone: Lexington 2-3544.

A testimonial ■ The Hollywood AFL Film Council, composed of unions and guilds representing more than 24,000 employes of the motion picture production industry, has endorsed the drive of the American Federation of Musicians to secure representation rights at the major film studios in a resolution that states "the interests of the musicians in the major studios will be best

Things the journalism professor forgot to teach

Getting the story is one thing. Getting it back home is another. John Rich, NBC correspondent who has covered the Congo situation for the past two months, sent an informal report back to New York headquarters last week telling how he and his colleagues on other networks moved stories out of Leopoldville. His report is reproduced below. Mr. Rich's customary beat is Berlin, to which he'll return after a stopover in the U.S. for a special program on the Congo.

"After the Belgians left, radio circuits out of Leo were pretty impossible. There was nobody at the transmitters who knew how to change frequencies. So we crossed the river twice a day to do our spots from Radio Brazzaville, a powerful station in the former French Congo. (We made so many trips across the 2½-mile-wide Congo that we started buying commutation tickets—11 rides for the price of 10.) Brazz Radio had a line almost constantly to Post Telephone & Telegraphe in Paris. We'd just walk in and, if there was no engineer there, switch on the mike ourselves and call Paris for New York and London. Sometimes one of us would ride gain for the others. What we did would curl a shop steward's hair!

"One complicating factor was that the ferry was closed down much of the time. Because of the currents, and the danger of being swept over the rapids in case of a breakdown at night (the Congo runs over miles of incredibly rough rapids just a few miles below Leopoldville) all service across the river stops at 6 p.m. (In the Congo, on the equator, it gets light at 6 a.m. and dark at 6 p.m.) Besides navigational hazards, the ferry also was shut down from time to time at the whim of the confused Leopoldville authorities.

Togetherness ■ NBC's John Rich (l), CBS' Winston Burdett (center) and BBC's Neal Bruce prepare their broadcasts as they ride the ferry across the Congo from Leopoldville to Brazzaville. Picture was taken by Joe Falletta, CBS cameraman.

"As a lifesaver at many times when a story held us up too late to get the scheduled ferry to make a broadcast, we'd hire a *Rapide*, a tiny launch that, for a pretty price and a tip to the skipper, would take us skimming among the islands of floating hyacinth across to the other side. If circuits held us up beyond 6 p.m., there was one final chance to get back. Air Brousse (meaning bush), a bushpilot charter line, would occasionally fly after dark to one of the two Leopoldville airports.

"As with most big stories that break in remote areas, getting the story was easy, but getting it out was tough."

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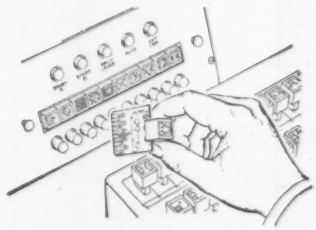

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WDBJ-TV

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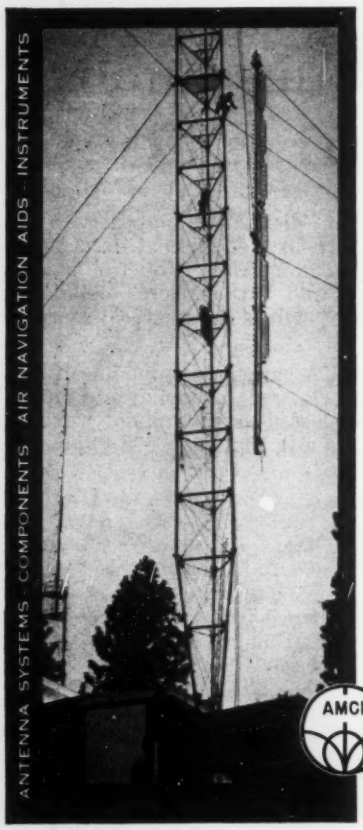

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served by a union affiliated with the AFL-CIO with its great economic bargaining power throughout the United States." Musicians Guild of America, currently representing the motion picture musicians, is an independent union, outside the AFL-CIO fold. The Film Council also called on all musicians to join in the campaign against "runaway" foreign production of films by American film producers.

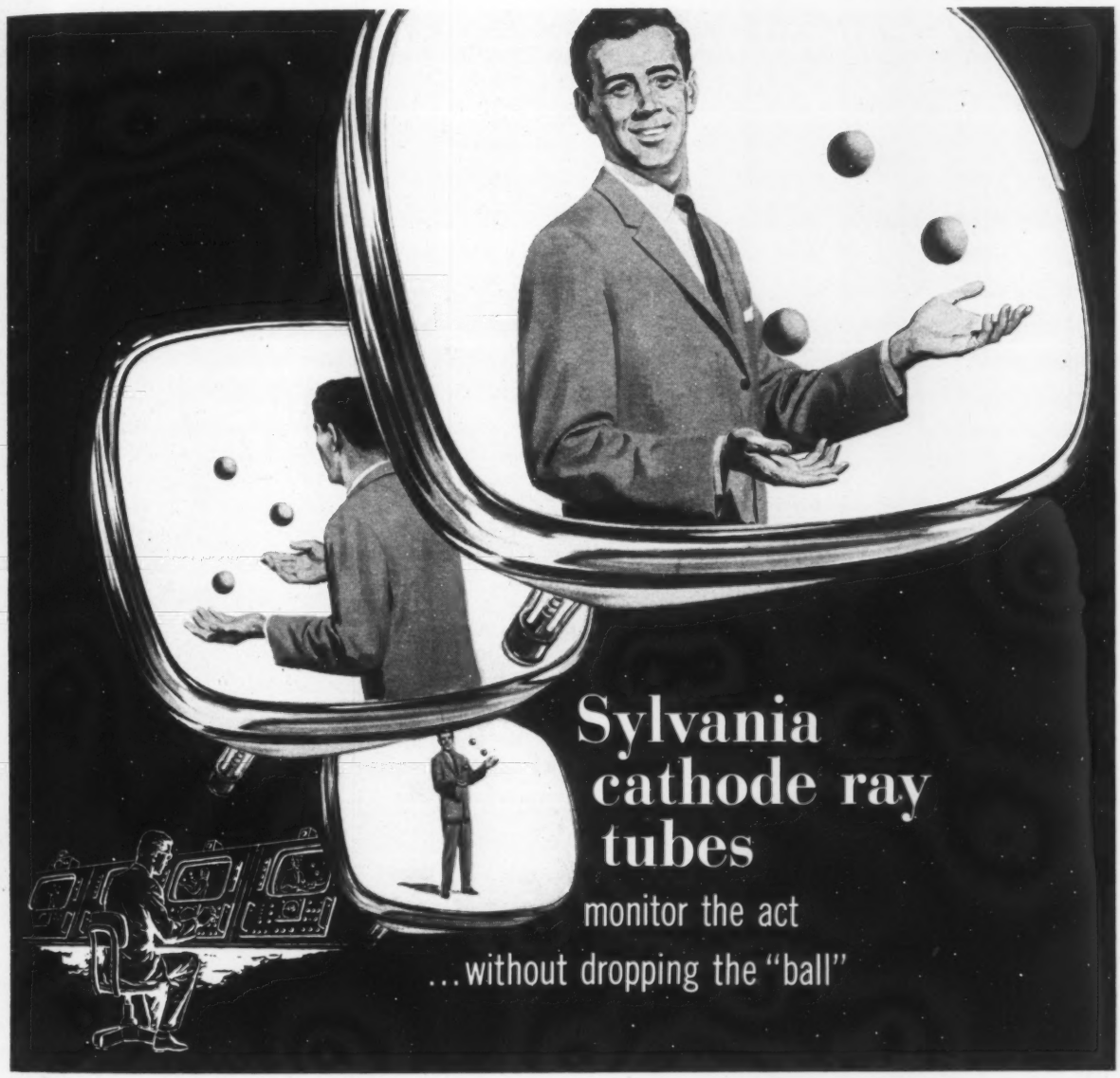
MGA votes ■ Musicians Guild of America members have approved the contract negotiated with the Alliance of Television Film Producers by a vote of 206 to 12. Ratification of the contract came Monday, Aug. 22 after a previous membership meeting had failed to produce a quorum (BROADCASTING, Aug. 22).

Play that thing ■ NBC-TV has completed taping a segment of *Project Twenty* called "The Ragtime Revolution." Producer-director Donald B. Hyatt said this marks a departure from past programs in the series in that 75% of the show is live, with film clips and newsreels making up the remainder of this history of the musical era. Hoagy Carmichael is starred; Purex sponsors the series. Among other programs for the coming season on *Project Twenty* are "The Will Rogers Story" and several dramatic properties to be produced by Robert Alan Aurthur.

Contract okayed ■ Contract covering actors in tv entertainment films negotiated between the Screen Actors Guild and the Alliance of Television Film Producers and the Assn. of Motion Picture Producers (BROADCASTING, July 4, Aug. 8) has been overwhelmingly approved by SAG membership. A mail referendum produced 5,362 votes in favor of the contract to 207 opposed. New York members of SAG approved the contract by a 971-to-147 majority, despite the opposition of the New York branch council of SAG, which sent all New York members a letter condemning the pact as "unsatisfactory when taken in its entirety."

Sell Hope ■ California National Productions which has just acquired television distribution rights to two Bob Hope movies, "Road To Rio" and "My Favorite Brunette," has sold the properties to the five CBS-TV owned and operated stations. They are WCBS-TV New York; WBBM-TV Chicago; KMOX-TV St. Louis; KNXT (TV) Los Angeles, and WCAU-TV Philadelphia.

'Panama' series ■ NBC-TV will begin Central American location filming in color next February on a new action and adventure series, *Panama*, which is set for prime evening colorcasting in the 1961-62 season. Created by NBC's pro-



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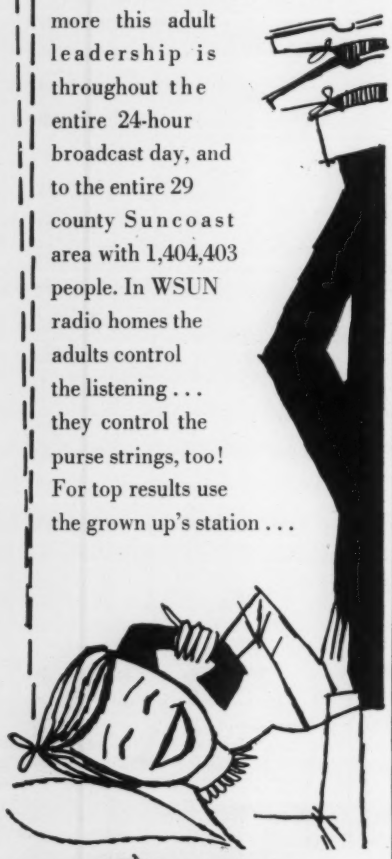

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

gram development department, under supervision of Preston Wood, the series will involve three continuing characters cast as soldiers of fortune and expatriates who are unable to return to their native countries and have joined forces in *Panama* through their common love of adventure.

RPI signers ■ Radio Press International announces eight new subscribers to its voice news service. They are: KXEN St. Louis, Mo.; KWKH Shreveport, La.; KTHS Little Rock, Ark.; CFRB Toronto, Canada; WFEA Manchester, N.H.; WFGM Fitchburg, Mass.; WOTT Watertown, N.Y., and WQTE Monroe, Mich.

'Ark' to tv ■ "Noah's Ark," a Darryl Zanuck film, will be offered as a United Artists Assoc. tv special. The 1¼-hour feature was directed by Michael Curtiz.

Uncle Sam's Show ■ Mutual Broadcasting System will feature a new Army Recruiting-sponsored radio series—*Topic of Conversation*—each Saturday from Sept. 17 through Dec. 10 at 12:35 p.m. The 25-minute discussion series is produced and directed by Lt. Stephen Freidheim with the support and cooperation of the National Guidance and Youth Organizations, the National Chamber of Commerce, *Seventeen* magazine and the National Education Assn. The programs will be unrehearsed discussions of the problems, accomplishments, views and ideas of today's young Americans. It will be available for local programming after Dec. 10.

Capsule radio ■ Creative Services Inc. (capsule radio series), Chicago, announces sale of following properties to these stations: *Guidance Message in the Stars* to KUZN West Monroe, La., and *Dottie Frye, Your Dear Friend* to WYVE Wytheville, Va., both for 26 weeks; *Senator Claghorn* to WPFB Middleton, Ohio, and *Moody Speakin'* and *Al Helfer's Sports Show* to WTIC Hartford, Conn., both for 13 weeks.

European "Father" ■ Plans have been completed to film several segments of NBC-TV's *Bachelor Father* in Europe The company, including John Forsythe, Noreen Corcoran and Samee Tong, will head overseas in September accompanied by producer Everett Freeman. *Bachelor Father* is regularly sponsored by American Tobacco Co. and American Home Products Corp.

Northeast adds football ■ Northeast Radio Network and Syracuse U. have concluded a deal for the broadcast of all games on the 1960 Syracuse football schedule. The university team was rated number one in the nation last year. Ellis (Woody) Erdman, president of Northeast, reports that the games will be aired by affiliates in more than 20 cities in New York and Pennsylvania. Negotiations are underway, he states, to add two more Pennsylvania affiliates plus a New York City outlet. All games will be aired on Saturday afternoon with the exception of a Friday night (Nov. 18) game in Miami. This is the second year of the Syracuse U.-Northeast sport association.

Partnership expands ■ Hal Roach Jr. and Carrol Case, partners in the tv series, *Racket Squad* and *Public Defender,* have formed Showcase Enterprizes with offices at Hal Roach Studios, Culver City. The firm plans to develop and produce tv film series and feature motion pictures.

Awards for directors ■ Awards for outstanding directorial achievement in live television will be made for the first time at the annual awards dinner and dance of the Directors Guild of America in the Beverly Hilton Hotel, Beverly Hills, on Feb. 4, 1961. This will be in addition to the presentation of awards for outstanding directorial achievement for motion pictures released in 1960, according to Frank Capra, DGA president. Screen Directors Guild and Radio-Tv Directors Guild merged earlier this year and changed their combined name to Directors Guild of America. All 2,200 members of the combined guilds will cast ballots for the awards for the first time this year.

Broadcasters plan lawyers' tv guide

To head off the Los Angeles County Bar Assn.'s proposed ban on tv appearances of attorneys, the three tv networks and Los Angeles independent stations have agreed to a guide or set of principles which will regulate appearances of attorneys portraying attorneys on tv courtroom programs. Specific wording of the rules is being worked out.

Each producer using attorneys as actors will be expected to sign the rules which have been coordinated through the special committee set up to investigate the situation by the State Bar Assn. of California (BROADCASTING, Aug. 1). Concensus is that the guide, in its final form, will be acceptable to the State Bar Assn., the only group which actually can discipline California attorneys.

There have been arguments for and against the Los Angeles County Bar Assn. recommendation that lawyers be prohibited from appearing on tv courtroom programs. Those favoring the ban declare tv appearance is self-advertising. Those opposing assert the profession is shown more favorably when portrayed by an attorney.

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INSTANT PLAYBACK... Natural Live Quality Reproduction. *Now your announcers can deliver perfect announcements every time. Record at leisure, erase if fluffed, re-record until perfect... without pressure or tension... put on the air as perfect announcements at the push of a button.*

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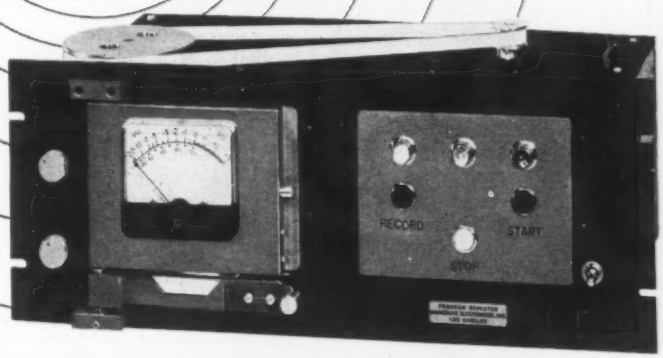

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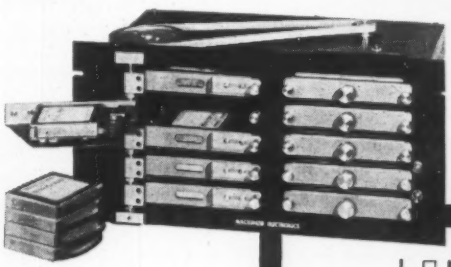

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RADIO NEWS HAS OWN SEX APPEAL

CBS Chicago finds am news operation thrives without tv's help

How well can radio news get along by itself at a major network radio-tv station operation after a divorce from its glamour-laden television spouse?

Very well, both in audience pull and sales success, according to CBS Chicago which offers as proof its own case history CBS' WBBM-AM-TV split its radio and tv news department last January and told each to go its own way. Inherent in the decision was the belief that radio fares best on its own through the qualities of immediacy and flexibility.

In the general divorcement of CBS-Chicago operations, E.H. Shomo, CBS Radio vice president and general manager of WBBM, appointed Ben Larson news director, with responsibility for reshaping the radio newsroom. The primary objectives: immediacy, originality and thoroughness in all newscasts and analyses and no resort to rip-and-read practices. Today, according to Mr. Shomo, the divorce has proved agreeable for WBBM radio in terms of audience pull and sales results.

Today, Mr. Larson heads up the largest radio news room in the Chicago area (and perhaps the nation), with facilities of two radio news and three full news wires, a special regional hookup, sports and weather wires, and Chicago area network, plus a modern monitoring system for police and fire calls. The staff includes 12 writers and special events director (Hugh Hill), plus secretary and engineers on assignment—or about three times as many personnel as that of WBBM-TV's news operation. The physical split took place last Februrary, with the newly-created radio setup moving from first floor CBS-Chicago headquarters to the second floor radio programming area.

The plotting board ■ Ben Larson, WBBM news director (r), outlines assignments for newsman Norman Syse (center) and Robert Meyer, radio engineer. Mr. Meyer is holding one of many WBBM portable tape recorders used for on-the-spot interviews and reports.

Muscle ■ The strength of WBBM's radio news operation lies in men, facilities and what Mr. Larson calls "communication—getting the message home to the listener and letting him know you're communicating with him." But the story also is one of departmentalization or, more properly, specializing along magazine or newspaper lines.

The idea originally was conceived a few years ago by William Garry, then head of the combined news operation at CBS-Chicago and now WBBM-TV news and public affairs chief. With the formation of a radio-only news operation, it has finally reached fruition on the local, regional, national and international levels.

What effect has the split had on WBBM-TV news operations? Virtually none, according to Mr. Garry. "It hasn't hurt us at all. We kept our original facilities and we haven't been pinched for personnel," he reports. WBBM-TV has retained its same three camera crews, assignment desk, editors and key reporters (like top-notch Mike Neigoff), though it lost a few writers in the transition. With the divorcement, Mr. Garry points out, his department took on public affairs functions, a whole dimension by itself, while maintaining a quality news operation.

The radio staff includes specialists on military and other foreign news (Erv Lewis and Wilfred Wolfran), sports (Joe Diehl and Robert Pettet) and others conversant with business, science, medicine, politics, etc. Cumulative experience of the staff (which includes Gerald Ashe, Mel Bloom, John Calloway, Richard Etter, George Friedman, Stanhope Gould, Norman Syse, Patricia Barton) runs over 60 years at WBBM alone and considerably more overall.

Armed with specialists and perhaps the most complete wire room in the city, WBBM also claims a monitoring system with nine separate channels to cover police and fire transmissions and call-backs (including suburban), plus broadcasts of all competing local radio stations. WBBM is concentrating more heavily on tape recordings. Last March it aired 252 compared with 37 a year ago under the combined operation—about seven times as many. Newsmen carry equipment with them on regular news beats as well as special assignments.

One newsman serves as a fulltime tape editor, thus expediting coverage, and each newscast has a proof reader. Two fulltime reporters help supplement coverage of the Chicago City News Bureau. Mr. Larson, onetime top college debater and previously with WOW-AM-TV Omaha before joining WBBM in 1956, would like to see more of his staff deliver actual air newscasts, but acknowledges this is a future project.

To show how it's stepped up its coverage (from 15.2% of total air time in February to 19.7% in May 1960), WBBM radio cites these statistics:

■ Most radio stations air 11-20 newscasts daily—WBBM carries 39, with 31 of them locally-written.

■ Most schedule 11 newscasts on Sunday—WBBM has 19, and 12 of them are locally-written.

■ Most radio stations broadcast fewer than two 15-minute newscasts per day; 28% of them, none at all—WBBM carries four per day, plus four 10-minute shows.

■ The average U.S. radio station devotes three hours daily to news—WBBM averages four.

■ 70% of all locally-produced radio news programs in the U.S. are sponsored; at WBBM, 77% are fully-sponsored and 97% sponsored or participating.

Mr. Larson says: "The concept of

WBBM's eavesdropper ■ Erv Lewis, a newsroom veteran, tunes in one of the many channels that can be picked up on this monitoring device. The system was installed to cover Chicago police and fire department calls. Competing stations' newscasts can be monitored by dialing.

combined radio-tv newsrooms certainly has the advantage of economy. But we had long felt that a staff devoted exclusively to *radio* coverage and *radio* deadlines, to that special style of writing, would be superior. The constant search for the audio approach to a story (rather than being concerned with both audio *and* video) could not help but put forth the type of newscasts that WBBM demands."

Physically, the radio news department was moved closer to radio studios to provide faster service to on-the-air personnel and speed up broadcasting of bulletins. A sports office was set up, removed from the general news area, with separate sports wire and Western Union sports ticker. A soundproof teletype room was built for wire machines and the station improved lighting conditions, installed a tape playback machine, and set up a message center for news editors and air personnel.

Editorial Research, Too ■ With the split came two other innovations in the newsroom: it also handles research for radio editorials voiced by Mr. Shomo and has instituted a system calling on WBBM radio's 300 employes for emergency news coverage (every man a reporter).

As the radio-only approach gains momentum, WBBM is placing greater emphasis on area news (editors are hired partly for their midwestern background) and in-depth treatment for the longer newscasts.

Income from news shows is rising—along with costs—but WBBM feels it's well worth it, in terms of scoops, faster operation and more listenable newscasts. Mr. Larson is convinced that radio will command a still larger listener interest, adding: "A good share of that interest will be attributable to the speed and dependability of the information provided by radio news departments."

Shomo on news

E.H. Shomo, CBS Radio vice president and general manager of WBBM Chicago, has strong feelings about newscasting. "Good newscasts must be written to order," he said. "Listeners to this station deserve and get fast, accurate coverage written and broadcast to make the latest happenings understandable and informative."

On local coverage, Mr. Shomo said that station newsmen "are trained experts in analyzing and understanding the problems of the area" and are "arming listeners with the facts of everyday events" and insuring that "they are better equipped to play their role in the community and regional development. To give listeners this information is our goal."

Music Makers' image building business

Radio station ID music should reflect the "personality" of its surrounding listening area, says Mitch Leigh, president and creative head of the commercial music production firm of Music Makers Inc., New York. The company has opened a separate division to specialize in this image-making technique.

To tailor a station's identification theme to the personality of the area, Music Makers sends a representative of the creative staff to the designated territory to get the feeling of the "local milieu." WHDH Boston was among its first customers to acquire such a musical personality, which is expressed there in 19 spots ranging from five seconds to two minutes and eight seconds in length. Music Makers' expansion program will continue with a move to the Music Makers Bldg. at 6-8 W. 57th St. today (Sept 12).

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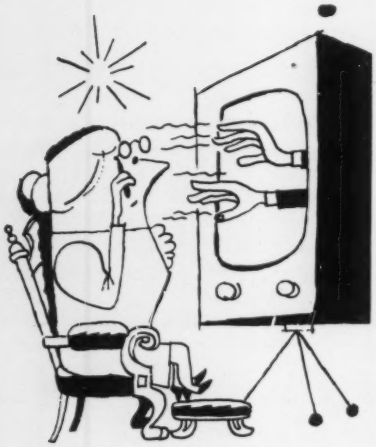

* Highest ratings and widest coverage... 7 of every 10 homes in Portland and 32 surrounding counties.

KOIN-TV • Channel 6, Portland, Oregon
One of America's Great *Influence* Stations
Represented Nationally by CBS-TV Spot Sales

Receiver production matching 1959 pace

Despite vacation shutdowns during the month, with concomitant sharp drops in tv and radio set production, tv retail sales of tv receivers zoomed by 20,000 sets over the preceding month, Electronic Industries Assn. reported last week.

Both production and sales of tv and radio receivers for the seven months of this year remained above the same period last year.

Tv production through July this year reached 3,231,898—of which 259,468 contained uhf tuners. Total radio production for the first seven months reached 9,414,879.

Tv sales for January-July were 3,050,385; radio sales, 4,451,721.

Production and sales figures for the first seven months of this year follows:

Period	Production	Sales
	Tv	
Jan.-July 1960	3,231,898	3,050,385
Jan.-July 1959	3,133,075	2,634,532
	Radio	
Jan.-July 1960	9,414,879*	4,451,721**
Jan.-July 1960	7,936,621	3,685,708

* Includes 3,651,101 auto radios and 492,242 fm radios.
** Excludes auto radios.

Jerrold merger

The merger of Jerrold Electronics Corp., Philadelphia, and Harmon-Kardon Inc., Westbury, N.Y., was announced Sept. 2. The agreement between the two firms, which will retain the Jerrold name, provides for exchange of 1.8 shares of Harmon-Kardon stock for 1 share of Jerrold stock. The transaction, which is considered to amount to $3 million, brings together high-fidelity specialist, Harmon-Kardon company, with $3.5 million sales at last fiscal report June 30, and a principal manufacturer of community antenna systems, Jerrold, which reported $8.5 million sales at end of its fiscal year last February. Jerrold disposed of nine owned catv systems last month, selling them to H&B American Corp. for $5 million (BROADCASTING, Aug. 15).

Technical topics

Team work ■ RCA has issued a brochure describing the role small businesses play "on the RCA team" in its handling of industrial and defense contracts. The 26-page pamphlet is fully illustrated with photographs and drawings and describes representative small businesses of the 8,800 with which the corporation deals. "A company with as diversified a production program as RCA must have the help of suppliers to operate efficiently," the brochure states. It covers the broad activities of the corporation and lists the specific contributions of the smaller companies. It also outlines RCA's policy "of integrating small business firms into the nation's industrial and defense effort."

Merger ■ Blonder-Tongue Labs Inc., Newark, N.J., has acquired controlling interest in Benco Television Assoc. Ltd., Toronto. The Canadian company is said to be that country's oldest and largest in the community and master antenna fields and also markets a variety of other industrial electronic products. Blonder-Tongue is a prominent U.S. producer of equipment for community and master antenna installations as well as antenna boosters, uhf converters and am/fm radios. Benco will continue to operate under Canadian management with Canadian personnel, it was announced. The new organization intends to move into the closed-circuit and pay-tv fields, it said. Blonder-Tongue is active in the Stratovision etv system and Benco has participated in the Etobicoke pay-tv experiment, the company reported.

Relay link ■ Electronic Systems, a division of Mechanical Products Inc., is offering a new low-cost microwave relay link with a baseband width of 5 mc and power output of 0.1 watts, which operates in the 10,500 to 13,200 mc range for point-to-point fm transmission of tv signals, one-way voice communications channels and data channels. It features portability, compact size and costs $4,490 for the complete system. The transmitter and receiver for the new link are self-contained in individual units weighing 31 and 32 pounds; there is no need for separate control units or power supply. A detailed brochure is available from Electronic Systems, 1422 River St., Jackson, Mich.

Tight and tangle-free ■ Minnesota Mining & Mfg. Co., St. Paul, Minn., has developed a plastic clip that slips smoothly between the flanges of tape reels to hold loose ends securely in place. The Scotch-brand tape clip is about the size of a thimble, made of polystyrene plastic with all edges tapered and smooth to prevent scratching. Clips retail 10 for 35 cents and will "keep magnetic tapes tight and tangle-free," according to 3M. Clips are produced in only one width and will fit standard quarter-inch recording tape on any size reels.

Crosstalk ■ Browning Labs., Laconia, N.H., announces a new multiplex mon-

"Even the G-E packaging is 'way ahead," comments Lee Wallenhaupt (right), Manager TV-Studio Engineering, to Phil Hedrick, Vice President for Operations.

Say **PHIL HEDRICK** and **LEE WALLENHAUPT**, Station WSJS-TV, Winston-Salem, N.C.:

"General Electric's New GL-7629 Camera Tube Gets Good Pictures Where Others Fail!"

"Most sensitive tube for low-light-level remotes we've ever used! For the first time, our home audience is seeing quality pictures of church services, school programs, little-theatre plays, bowling contests, other indoor events we could not telecast before.

"And there's more to the story. The new GL-7629 doesn't develop "stickiness"—image retention—even when focused on lighted objects for long periods of time. General Electric seems to have licked this common tube fault.

"An easy camera tube to install, too. Set-up time is less than with any other tube we've used. Helps us when local news is breaking fast. Put us down as sold all the way on GL-7629 performance, and convinced that this tube represents first-class value!"

* * *

For black-and-white indoor remotes—for color where high-level studio lighting isn't available—you simply can't equal the super-sensitive GL-7629. Also available: standard GL-5820 camera tube, and new field-mesh GL-7293. Phone your G-E tube distributor! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

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312-402

itor (509) designed to provide all measurements necessary to guarantee multiplex signals. It will be equally useful when FCC mutiplex stereo specifications are announced, according to Gardiner G. Greene, president of Browning. The 509 is available on a lease basis. It is described as checking rf input level; measuring sub-channel level and beep tone level; checking sub-carrier frequency; measuring percent modulation of main channel, modulation of sub-carrier, signal-to-noise ratio of main channel and sub-channel, main to sub-channel cross-talk and both sub-channel to main and sub-channel to sub-channel cross-talk.

NASA contracts ■ Contracts for space research and development for first six months of this year amounted to $134 million, National Aeronautics & Space Administration announced Sept. 3. Among contracts listed: Air Inc Research Corp., Washington, D.C., $144,-214, reliability study of Project Saturn (24-hour communications orbit); Massachusetts Institute of Technology, Lexington, Mass., $150,000, research program on long distance communications via earth satellites and earth-to-space-probe communications; RCA, Princeton, N.J., $302,324, design, develop, fabricate, test and deliver laboratory model of electrostatic tv satellite camera; Dage Television, Thompson-Ramo-Woolridge Inc., Michigan City, Ind., $185,886, closed circuit tv system; General Electric Co., Syracuse, N.Y., $30,-590, tv system for sighting and control test for orbital astronomical observatory.

New fm tuner ■ Eric Engineering, Santa Monica, Calif., announces availability of its new Model 2457 fm tuner. Features of the unit include: sensitivity 1.5 micro volts for 20 db of quieting; flat response from 20-20,000 cps; built in antenna and a multiplex outlet. Size: 12″x7″x3¾″. Weight: 9 pounds. Cost: $84.95 (west coast) and $89.95 (east coast). Additional information can be obtained by writing to Eric Engineering, 1823 Colorado Ave., Santa Monica, Calif.

Signal fading ■ An instrument to measure the rate of radio signal fading has been developed by the Central Radio Propagation Lab., National Bureau of Standards. The device records the number of times per second that a radio signal envelope crosses the average signal level with a positive slope. It records fading rates down to almost zero cycles per second and as high as 300 per second.

Tape advance ■ Ampex Magnetic Tape Products has announced a new mastering tape designed specifically to meet the needs of the recording industry for a tape with the lowest possible background noise and best frequency response for more faithful reproduction. Ampex engineers claim this is the quietest tape commercially available with a wider dynamic range (4 to 6 decibels) and a lower print-through (6 to 8 decibels) than tapes heretofore available.

Itsy bitsy radio ■ A six-transistor radio, claimed to be the smallest made in the U.S., is in production at General Electric's radio receiver department in Syracuse, N.Y. Exactly the size of a pack of king-size cigarettes, the radio is said to weigh only 10½ ounces including battery. With carrying case, earphone and battery, the diminutive set will retail at $39.95 and will be available this fall.

Sneak preview ■ A television camera and monitor fitted into a make-up table has been created by Sol Cornberg, president of Space Communications Corp. of New York. The new unit, called Space Tele-Make-up Console affords anyone appearing on television a preview of themselves on screen at make-up time. The console is six feet high and 4 feet wide, contains an adjustable Ling Spectator camera and Ling 8-inch monitor. Also included are a bank of lights, on-off switch, double convenience outlet and a formica tabel top. Complete stationary model is priced at $1,-550; the complete portable, $1,650.

New vtr editor

Telescript CPS Inc., New York, last week announced the development of a new electronic video tape editing device, which is said to speed up the editing process.

Peter Jackson, engineering vice president for Telescript, said the device, called Tape-Editor is a two-unit transistorized machine, which eliminates the need for microscopes, chemical preparations and the "time-consuming" search for the edit pulse. The device sells for $1,200 and already has been sold to NBC Chicago, NBC New York and the Videotape Recording Center, Hollywood, according to a company spokesman.

Film resistors ■ Corning Electronic Components, a department of Corning Glass Works, has produced a line of low-cost film resistors in half-watt and one-watt sizes. Available now in engineering quantities, they will be in mass production by mid-October, Corning announced. It said its thrust into the low-cost resistor market was made possible by new automatic machinery that can turn out huge quantities. The price of the one-watt C-32 will be 6.1 cents and the half-watt C-20 will sell for 5.9 cents.

New NEC award ■ The National Electronics Conference will present a new $500 award during its 16th annual conference-exhibition in Chicago Oct. 10-12. The award will be presented to the author of the "best tutorial" paper delivered at its 1959 conference and supplements a similar one for the best original paper at the same meeting. The tutorial award will be given for "selection, organization and evaluation of material, plus scholastic level and clarity of presentation. Still another honor: The NEC Award of Merit, plus $750, to the author of a "particularly influential paper" given during any prior conference. NEC also announced the addition of Marquette U. of Milwaukee as a participant in the annual conference-exhibition, to be held this fall in Chicago's Hotel Sherman. It will join nine other participants, including EIA and SMPTE.

BBC camera ■ British Broadcasting Corp. engineers in collaboration with the Taylor, Taylor & Hobson Div. of Rank Precision Industries Ltd., have produced a prototype of a new tv camera, which is described as an "internal zoom" camera. Instead of the usual

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selection of fixed focus lenses mounted on a turret in front of the camera, the British model has a zoom lens inside the camera lying alongside the electronic components. The single lens unit covers the normal range of camera view angles and apertures. The camera's compact construction provides better protection against lens damage and makes it unnecessary to carry a complete range of separate fixed focus lenses. Electronic components are the same as those used in the Marconi Mark III image orthicon camera.

Portable tape unit ■ RCA has introduced a 25-pound portable tape recorder designated the RCA M1-35120. The compact unit measures 8½ by 14½ by 16 inches and is styled with a charcoal gray, wear-resistant, grained fabric covering. The recorder, which is designed for sustained operation wherever high-quality, semi-professional tape recordings are required, provides speeds of 7½, 3¾ and 1⅞ inches per second, and operates from a 117-volt, 60-cycle power source. The seven-inch reel holds 1,200 feet of standard quarter-inch magnetic tape. Both sides of the tape can be used by turning the reel over. Price: $179.50.

Power supplies ■ Foto-Video Electronics Inc., Cedar Grove, N.J., announces availability of two new all-transistor power supply products: The P-30-36, 30 Ampere, 0-36 Volt Regulated Power Supply uses silicon rectifiers and an all-transistorized regulator —12¼ inches high, 15 inches deep and 19 inches wide for rack mounting, with panel mounted controls that include 4-range output voltage switch, vernier voltage control, circuit breaker for overload protection and power switch, voltmeter, ammeter and pilot light. The V-410, All Transistor Power Supply includes a semiconductor rectifier-filter, an all-transistorized regulator, and may be ordered fully equipped for conversion to a V-410-MON or a V-410-CAM. Load current is 200 ma. to 1.5 a. Output voltage is 275 to 285 v. DC. Its size is 5¼ inches high for 19-inch rack mounting.

Emerson receives option ■ Emerson Radio & Phonograph Corp., Jersey City, N.J., has received an option for purchase of approximately 540,000 out of the 1,000,000 shares of Granco Products Inc., Kew Gardens, N.Y. Under the terms of the agreement, subject to Granco stockholders' approval, Emerson will provide certain financial and sales assistance to the radio set manufacturer.

Data plant ■ RCA has begun construction for a $4 million electronic data processing equipment manufacturing plant on a 100-acre plot in Palm Beach Gardens, Fla., a new city being created some five miles north of Palm Beach. The complex of one-story buildings, in which several hundred employes will supplement RCA's office, engineering and manufacturing facilities in Camden, N.J., is expected to be in operation by next January. The plant will produce the RCA 301 electronic computer system.

Three-quarter mark ■ Emerson Radio & Phonograph Corp. & Subsidiaries, Jersey City, N.J., report a consolidated net profit for the 39-week period ended July 30 of $2,920,450 before federal income taxes, and $1,483,182 after, equal to 70 cents per share on the 2,118,582 shares outstanding. For the like period ended Aug. 1, 1959, net profit after provision for federal income taxes amounted to $1,466,548, equal to 69 cents per share on the same number of shares.

Music's free way up there

America's music licensing organizations make no bones about the celestial music they're sure they have in their libraries.

Both ASCAP and BMI wrote the National Aeronautics & Space Administration offering their complete lists without charge.

The licensing organizations were moved to offer America's top pieces for transmission between Earth and Echo I when they read that scientists recording music for test broadcasts had switched to public domain music when they were warned copyright infringement might be involved.

On Aug. 14 "American the Beautiful," was transmitted between Holmdel, N.J., and Goldstone, Calif. On the same day an instrumental recording was sent from the Naval Research Lab at Stump Neck, Md., to Holmdel, bouncing it off the balloon.

Zenith expansion

Plans for construction of a new manufacturing plant in Paris, Ill., were reported last week by Zenith Radio Corp. for its wholly-owned subsidiary, Central Electronics Inc. The indication is that the company is finding it difficult to keep up with consumer demand for certain products.

The Paris plant represents the fourth step in Zenith's $7.5 million expansion program authorized by its board of directors last year. Other steps included the purchase of a factory and addition to a present building, both in Chicago, and the acquisition by Zenith Radio Research Corp. of a building in Menlo Park, Calif.

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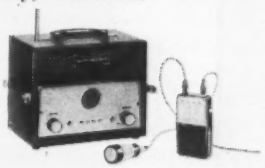
Microphone, transmitter, receiver and carrying case, $250. For information or literature, write: Superscope, Inc., Dept. 3, Sun Valley, California.



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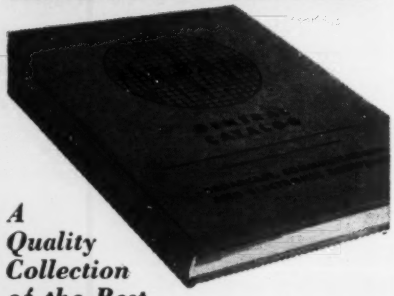

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TO BE OR NOT TO BE?

Pros and cons of second Canadian network

National coverage for television programs on the Canadian Broadcasting Corp. will have preference over operations of a second tv network, Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, intimated at the public hearings for laying ground rules for a second network at Ottawa on Sept. 1-2.

After hearing briefs and questioning officials of the CBC, the recently formed Independent Television Organization, and a potential applicant for a second network company, Dr. Stewart assured the CBC that it will continue to have access to all private television areas in the country for its national service.

Al Ouimet, president of the government-owned CBC, which at present has the only Canadian tv network, felt that a private tv network could not economically duplicate CBC. He wants the private network to be defined as one which would only distribute taped programs among its affiliates or would use a specific amount of microwave time a week to feed programs to affiliated stations.

R.B. Misener, CFCF-TV Montreal, and president of the Independent Television Organization composed of second stations licensed this year in eight Canadian markets, pointed out that a second network should be controlled by the stations owning it. Under proposed BBG rules, tv stations would be limited to owning only 49% of the total shares in a private network company. Mr. Misener felt that the newly-licensed stations should be given time to go into operation before a second network is formed, and suggested no private network company be licensed until next summer. He felt that a second microwave network at present would be technically and economically impossible.

Spencer W. Caldwell, film and equipment distributor at Toronto, and an unsuccessful applicant for Toronto's second tv station license last March, appeared before the BBG with plans to form a private network company. He insisted such a network would be profitable and that there would be a number of applicants for the license when the board opens its hearing in November. He submitted figures which showed that a microwave coast-to-coast one hour network program would cost $1,025, while a similar taped program for eight stations air-expressed to individual stations would cost $2,075. Caldwell stated that such a network would comprise 20 to 30 stations, not the present eight, as more second tv stations are licensed throughout Canada.

Graham Spry, representing the Canadian Broadcasting League, told the BBG that a private network company should be a public trust and not be controlled by any one station or group of stations. Mr. Spry led a battle for nationalization of Canadian radio in 1929, before the present status of the Canadian broadcasting of government-owned and independent stations was established.

Dr. Stewart, BBG chairman, made it clear that independent tv stations now affiliated with CBC would not be allowed to break off their CBC relationship in favor of a private network as long as they remain the only station in their area. But should another area station wish to pick up CBC programs, the affiliated station could apply to the BBG for severance. Under existing regulations BBG can demand that any station be affiliated with CBC, but cannot force any station to join a private network.

BBG is expected to announce final regulations for a private network company before mid-September.

Agency change

Norman, Craig & Kummel, New York, announced last week that the agency has acquired a "major interest" in a Canadian agency to be known as Burley, Norman, Craig & Kummel, Toronto. The acquisition resulted from negotiations with Henri, Burley & McDonald Ltd., which had been affiliated with Henri, Hurst & McDonald Inc., Chicago.

The Canadian agency will handle

Balance sheet

Canadian advertising agencies in 1959 increased their total billings by 7.33% for a total of $250,937,939, according to preliminary figures of the Dominion Bureau of Statistics, Ottawa. Agencies had a gross revenue of $41,233,095, with a net revenue before income tax deductions of $2,943,139, about 8½% higher than in 1958. The preliminary figures do not include a breakdown on billings by media. There were 4,275 employes last year with a payroll of $26,141,058, compared with 4,197 employes and a payroll of $23,826,156 in 1958.

Dow Chemical's Handi-Wrap and Zefran, the Jamaica Tourist Bureau and Maiden Form brassieres for NC&K in Canada. Norman B. Norman, president of NC&K, pointed out that the agency already has an office in Kingston, Jamaica, to handle Caribbean and Latin America business and plans to establish a branch in London.

Canadian tv set sales down, radio sales up

Sales of both radio and television sets continue to drop in Canada, according to figures for the January-July period released by the Electronic Industries Assn. of Canada. During the first seven months of 1960 radio receiver sales totaled 262,916 units as against 300,043 in the same period last year. Television receiver sales in 1960 amounted to 156,064 units as against 191,447 in the first seven months of 1959.

Battery portable radio receivers and receivers incorporating fm reception were the only major categories showing increases over last year. Sales of both am and fm sets in the January-July period totaled 15,432 as against 9,445 last year. Portable receiver sales amounted to 53,713 sets compared with 43,697 in the 1959 period.

The BGG plans a very busy day

Six television and 15 radio satellite station applications will be heard by the Board of Broadcast Governors at its Sept. 26 meeting in the Railway Committee Room of the Canadian Parliament Buildings at Ottawa. Five radio stations are requesting power increases and a number of new stations are being applied for.

CKGM Montreal, Que., is applying for an fm station with 14 kw on 98.5 mc.

Canadian Broadcasting Corp. has an application in for a French language tv station at Ste. Anne de la Pocatiere, Que. on ch. 6 with 5.2 kw video, 2.6 kw audio and an antenna 1,226 feet above average terrain.

Power increases are being requested by CKCY Sault Ste. Marie, Ont., from 250 on 1400 kc to 10 kw day and 5 kw night on 920 kc; CKEC New Glasgow, N.S., from 1 kw day and 250 night to 5 kw on 1320 kc; CKCR Kitchener, Ont., from 250 w to 10 kw day and 5 kw night on 1490 kc; CKOM Saskatoon, Sask., from 5 kw on 1420 kc to 10 kw on 1250 kc; CKX-TV Brandon, Man., on ch. 5 from 19.3 kw video and 9.65 kw audio to 53.9 kw video and 26.5 kw audio and change of antenna site; CHLN Three Rivers, Que., from 5 kw to 10 kw day and 5 kw night on 550 kc.

More Changes ■ CJOB-FM Winnipeg, Man., is requesting change of frequency from 103.1 mc to 97.5 mc with 250 power and separate programming from CJOB.

New tv satellite stations are being applied for by: J.C. Dufresne at Fox River, Que., on ch. 7 with 5 w to retransmit programs of CHAU-TV Carleton, Que.; Lumby and District Tv Syndicate at Lumby, B.C., on ch. 5 with 5 w to retransmit CHBC-TV Kelowna, B.C.; CHAT-TV Medicine Hat, Alta., for satellite at Pivot, Alta., on ch. 3 with 3.75 kw video and 1.85 kw audio; CHSJ-TV St. John, N.B., for satellite at Cameron Mountain, N.B., on ch. 13 with 46 kw video and 23 kw audio power; CKBI-TV Prince Albert, Sask., for two satellites to serve North Battleford, Sask., area with 5 w power on ch. 4; Lower St. Lawrence Radio Inc., at Edmundston, N.B., for satellite on ch. 3 with 100 w video and 57 w audio power to retransmit programs of CJBR-TV Rimouski, Que.

Canadian Broadcasting Corp. is requesting licenses for 15 low power radio relay stations throughout Canada with 40 w. Department of National Defence, Ottawa, Ont., is requesting three radio stations on 1340 kc with 5 w at Bird, Man.; Great Whale River, Que.; and Winisk, Ont.

VOA contract

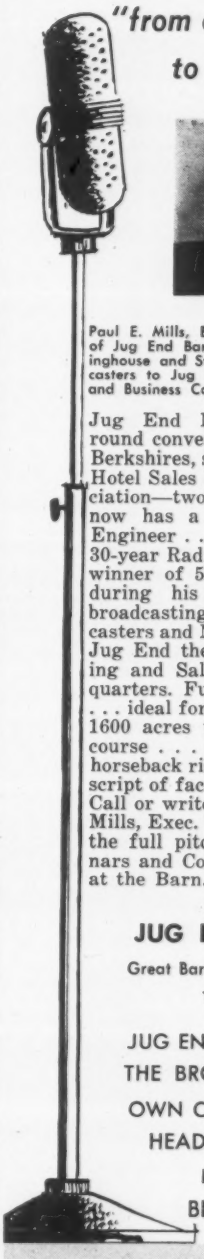
The U.S. Information Agency has awarded an architectural and engineering design contract to Page Communications Engineers Inc., Washington, for the Voice of America's powerful mid-African relay radio station outside Monrovia, Liberia.

The station will have six 250-kw and two 50-kw transmitters. It will give the Voice effective radio coverage of Africa and supplemental coverage of parts of Central Europe and the Middle East as well as serving as an around-the-world relay station for programs originating in VOA's Washington headquarters, according to USIA.

Total estimated cost of the new shortwave relay station, including the value of equipment available from other projects, is $12,627,000. Henry Loomis, director of VOA, said contracts for construction of the eight transmitters are about to be let.

Canadian fall survey

Fall survey for the Bureau of Broadcast Measurement, Toronto, Ont., industry co-operative research organization, is being held for all Canadian radio and television stations Nov. 14-20. Duncan Grant, BBM executive vice-president, points out that survey is a week later than last year because of the



"from one huckster to another"

Paul E. Mills, Executive Vice President of Jug End Barn (formerly with Westinghouse and Storer), welcomes Broadcasters to Jug End for Sales Seminars and Business Conventions.

Jug End Barn, your year-round convention center in the Berkshires, site of the National Hotel Sales Management Association—two national awards, now has a new Chief Sales Engineer . . . Paul E. Mills, a 30-year Radio and TV veteran, winner of 52 national awards during his association with broadcasting, invites all Broadcasters and Media men to make Jug End their Business Meeting and Sales Seminar Headquarters. Full resort facilities . . . ideal for work and fun . . . 1600 acres to roam . . . golf course . . . swimming, skiing, horseback riding and the entire script of facilities you demand. Call or write direct to Paul E. Mills, Exec. Vice President, for the full pitch on Sales Seminars and Convention Meetings at the Barn.

JUG END BARN

Great Barrington 34, Mass.

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JUG END BARN . . .
THE BROADCASTERS'
OWN CONVENTION
HEADQUARTERS
IN THE
BERKSHIRES

Jug End Barn

**BRISTOL—
JOHNSON CITY—
KINGSPORT**

*Sales Hub for a
$ Billion-Plus Market
Dominated by*

WCYB-TV

The Tri-Cities sales complex is Tennessee's most active market area. Retail sales per household range from $6,025 to $9,434-$2,400-$5,800 above state average—swelled by dollars pouring into this sales center for a $1.2 billion* income market.

Antenna 2,219 ft. above average surrounding terrain on 4,360 ft. mountain, low band channel (5) and an integrated antenna create a 37-county tv viewing area sold only by WCYB-TV. Within this market, WCYB-TV delivers twice as many average quarter-hour "homes reached" . . . reaches 132,000 tv families, 59% more net weekly circulation than the only other competitive station (ARB, 3/60).

Get all the facts on this rich southern market served "on a platter" call HEADLEY-REED or . . .

WCYB-TV

Channel 5 Bristol, Va.-Tenn.

NBC

*SRDS Consumer Market Data, July '60

The Station of Quality in the Quad-Cities

QUAD-CITIES

CBS

WHBF

RADIO and TELEVISION

U.S. elections in the first week of November.

In announcing the dates, he asked Canadian stations not to program special shows, contests or give-aways during and prior to the survey week, so that the survey can represent normal audience conditions.

Agency merger

Ronalds Adv. Agency Ltd. and E.W. Reynolds Ltd., advertising agencies with offices at Toronto and Montreal have merged. The new firm—Ronalds-Reynolds & Co. Ltd.—will have billings of about $10 million, making it one of the larger Canadian advertising agencies. Both agencies have handled a fair amount of both radio and television accounts, Ronalds mainly from the Montreal office, Reynolds mainly from Toronto.

Russell C. Ronalds, chairman of Ronalds Adv. Agency, is senior consultant of the new company. Warren Reynolds has been named president, with Frank deB. Walker, president of Ronalds, as executive vice-president and managing director. Ray Avery, executive vice-president of Ronalds, and former radio-tv director of its Toronto office, is senior vice-president of the new firm and manager of the Toronto operation. N. Stuart Walton, executive vice-president of Reynolds, is vice-president, creative services.

Visitors from abroad

A group of 17 tv and radio administrative and programming specialists from stations in Africa, Europe, the Far East, the Near East and South America were scheduled to arrive in Washington last week for a four-month exchange program sponsored by the U.S. State Dept. to acquaint its members with the U.S. people and with tv and radio operations in this country.

They'll get orientation in Washington from Sept. 8-22, attend a special telecommunications seminar at Syracuse U. from Sept. 28-Oct. 28 and each member of the group will visit two U.S. stations for three-week periods from Oct. 31 to Dec. 10. The annual program, the State Dept.'s seventh consecutive one, ends Jan. 6.

Debate requests

Director George V. Allen of U.S. Information Agency, reported that USIA has received requests from European, Asian and Latin American governments for video tapes of the Nixon-Kennedy debates and news conferences. Arrangements are being worked out with representatives of the candidates for distribution of the tapes to tv operations abroad. Eurovision would handle transmission in Europe.

CBC tv application

Canadian Broadcasting Corp. has filed application for a television station at Coleman, Alta., not Camrose, Alta., as reported earlier. This is one of six tv station applications CBC has made to the Board of Broadcast Governors. The applications will probably be heard during the late September meeting of the BBG at Ottawa. CBC expects to have the stations on the air by late 1961 if the BBG and the Dept. of Transport approve the applications.

CBC is investigating 14 other areas throughout Canada where television coverage might be extended.

Abroad in brief

Monarch switches ■ Ford Motor Co. of Canada, Toronto, has appointed J. Walter Thompson Co., Toronto, to handle the account for Monarch cars, formerly handled by Cockfield, Brown & Co. Ltd., Toronto. J. Walter Thompson Co. now handles the Ford, Monarch and Falcon accounts. The Lincoln account has also been moved from Cockfield, Brown & Co. to Vickers & Benson Ltd., Toronto, which also handles the Meteor and Mercury accounts. Company is also expected to handle the Comet account. The Comet replaces the Frontenac, a wholly-Canadian product, this fall. Cockfield, Brown & Co. will continue to handle Ford's institutional advertising, and advertising for its British and German cars and the Ford tractor line.

Educational radio-tv aid ■ Ford Foundation, N.Y., has announced grants to assist various foreign development programs. They include a $474,500 grant to the government of India for an educational tv experiment in the Delhi school system and a $210,000 grant to the Nigerian Broadcasting Corp. for an educational radio project for secondary schools and teacher-training institutions. The Indian project is a four-year program of etv in the higher secondary schools of Delhi and New Delhi, conducted cooperatively by All India Radio, Dept. of Public Instruction of Delhi State and the National Institute of Audio-Visual Education. In Nigeria, the project stresses instruction in the English language and in civic and social problems of a newly independent country.

Anglican church on tv ■ Anglican Church of Canada, with headquarters at Toronto, Ont., decided at the annual meetings of its General Synod at Hamilton, Ont., to spend $105,000 on television and radio programs in 1961. The present budget is for $4,500. This is the first major tv project undertaken by the Anglican Church.

FATES & FORTUNES

Broadcast Advertising

MR. ROVER

MR. HURLEY

Richard H. Hurley and **Harold V. Rover,** account supervisors at Compton Adv., N.Y., named vps. Mr. Hurley, who joined Compton in 1949 as assistant timebuyer, was made timebuyer in 1950; assistant head timebuyer in 1952, and account executive in 1959. Mr. Rover joined Compton in 1952 as research assistant. He became assistant account executive in 1955, was made account executive in 1957 and account supervisor this year.

Robert W. Allrich, account executive at Keyes, Madden & Jones, Chicago, elected vp.

John H. Pinto, previously vp and creative director at Grant Adv., N.Y., joins Gordon Best Co., Chicago, as vp and plans board chairman with responsibility for supervision of creative services in new N.Y. office.

L. J. Sauers, vp for marketing at American Home Products Corp., N.Y., named executive vp and general manager. **J. B. Shortlidge,** formerly general sales manager, becomes vp for sales.

Robert E. Blackburn, formerly creative director at Clinton E. Frank, Chicago, to Wade Adv., that city, in similar capacity.

Frank Menner, formerly of Colgate-Palmolive, N.Y., joins Ogilvy, Benson & Mather, that city, as administrative coordinator of media department. **Paul Bures** joins agency as senior broadcast buyer. He formerly was with J. Walter Thompson.

Raymond C. (Bud) Davis appointed broadcast supervisor for Los Angeles and San Francisco broadcast operations for Foote, Cone & Belding, Los Angeles. He formerly was radio-tv producer with Fuller & Smith & Ross, that city.

Bennett W. Cooper, previously account executive at North Adv. and formerly at Edward H. Weiss & Co., both Chicago, to Clinton E. Frank, that city, in similar capacity.

Robert Twiddy named account executive on Shell Oil at Kenyon & Eckhardt, N.Y.

MR. CALLEY

John N. Calley, director of new program development at Ted Bates, N.Y., elected vp. He joined agency in 1958 and was appointed assistant vp last year. Prior to joining Bates, Mr. Calley was head of N.Y. office of Henry Jaffe enterprises, and manager of program sales at NBC.

David B. Williams joins pr staff of Ketchum, MacLeod & Grove as chief writer in agency's New York office.

Albert Collins appointed sales promotion manager in marketing div. of H.J. Heinz Co., succeeding **L.A. Collier.**

A. Vernon Bowen, formerly with Smith & Ross, Cleveland, and prior to that creative supervisor at Maxon Adv., Detroit, came to L & N in November, 1958. He is associated with Best Foods-Corn Products Co. accounts.

3 new vps at Lennon & Newell

MR. WHITE

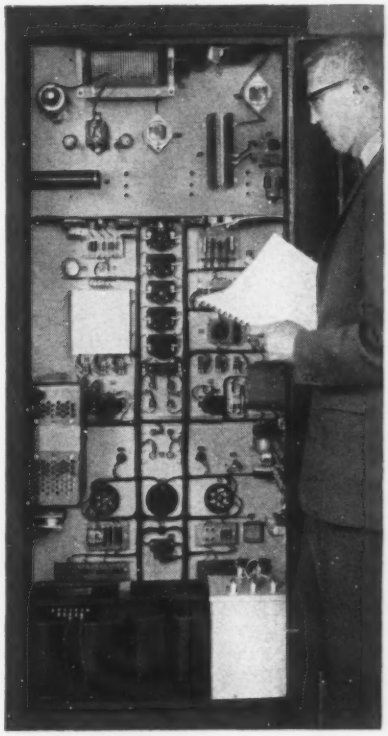
MR. SUITT

MR. ELLIS

S. Brooke White, William W. Suitt and **Daniel C. Ellis,** copy supervisors at Lennen & Newell, N.Y., named vps. Mr. White, who joined agency in February, 1957, works on P. Lorillard account. Previously, he had been with copy departments of McCann-Erickson, N. W. Ayer and BBDO. Mr. Ellis, who is also copy supervisor on P. Lorillard, was with Kudner prior to joining L & N in 1958. Mr. Suitt, formerly vp and creative director at Fuller &

Bauer Kit

1 Kw TRANSMITTER*



***From an Engineers' Viewpoint**

The "Bauer Kit" Model 707 is the only 1000/250 watt AM transmitter with *Silicon Rectifiers* in all power supplies, a *Variable Vacuum Capacitor* and a *Constant Voltage Transformer.* Your assurance of maximum reliability and optimum performance. Note the simplicity of design with easy accessibility to all components, too. All components are standard items available at local sources.

Assembly of the "Bauer Kit" is actually easier than many consumer audio kits – the wiring harness is furnished completely pre-fabricated and coded. And when you complete the transmitter it will be fully inspected, tested and *guaranteed* by the Bauer Electronics Corporation.

Bauer 1 Kw Transmitter (In Kit Form) $3495.00*

Bauer 1 Kw Transmitter $4495.00*

*FOB San Carlos, California

WRITE FOR THE COMPLETE ENGINEERING STORY TODAY!

Bauer

ELECTRONICS CORPORATION

1663 Industrial Road • San Carlos, Calif.

EXCLUSIVE LISTINGS

$410,000 ..... **Mid-West**

Excellent regional daytimer, close to large city, $90,000, cash and governments to with deal. 29% down, term of seven years.

$420,000 ..... **Mid-West**

Owners will lease excellent 1kw fulltimer, eleven years, $80,000 in pre-payments will handle.

$450,000 ..... **Mid-West**

Fulltimer, regional, priced at one and one-half gross, good real estate, takes $400,000 cash.

$125,000 ..... **South-West**

An outstanding daytimer in the black, priced at slightly over gross, 29% down, balance six years.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Dancer, Fitzgerald, Sample, N.Y., as supervisor on Frigidaire account, joins Albert A. Kohler Co., Old Greenwich, Conn.

J. M. (Buddy) Brown, formerly creative director of Glenn Adv., Ft. Worth, to Tracy-Locke Co., Dallas.

The Media

Richard P. Hogue, vp and general manager, KXTV (TV) Sacramento, Calif., resigns. **Robert Salk** of Corinthian Broadcasting Corp. will assume station's managerial duties temporarily.

MR. GRUMBLES

William H. Grumbles, formerly headquarters vp of RKO General serving as director of West Coast and Memphis (Tenn.) Divisions, becomes president of Mercury Broadcasting Co. which has purchased WHHM Memphis, pending FCC approval (see CHANGING HANDS). Mr. Grumbles had been in charge of KHJ-AM-TV Los Angeles, KFRC San Francisco and was general manager of WHBQ-AM-TV Memphis.

Stover J. Morris Jr., formerly sales manager of WDVA Danville, Va., to WDTI, that city, as vp and sales manager.

Clayton Donaldson, on engineering staff of WIL St. Louis, promoted to transmitter supervisor.

Bill Taylor, operations manager, International Good Music Inc., Bellingham, Wash., national fm broadcast organization, resigns to open own offices there as broadcast consultant.

Caryll F. Beer, formerly director of Independent Background Music Operators Assn., becomes general manager of Musi-King, background music facility of KQUE-FM Houston. **Webb Hunt** joins station as program director.

Arthur J. Miller Jr. named sales manager of radio division of The Bolling Co., N.Y. **Norma Walsh** becomes manager of Boston office; **Henry Gulick, Dan O'Neill** and **Jerry Warren** all join New York sales staff.

Hugh Finnerty appointed local-regional sales manager for Tulsa (Okla.) Broadcasting Co. which owns KTUL-TV, that city.

John E. Campbell, account executive at KABC-TV Los Angeles, promoted to assistant general sales manager.

Bert Mensuh, on engineering staff of WVIP Mt. Kisco, N.Y., named chief engineer.

Jack Elias, night facilities supervisor at WIIC (TV) Pittsburgh, named director. **Lou Vlahos** succeeds Mr. Elias.

C. Howard Lane, executive vp of KOIN-AM-FM-TV Portland, Ore., and president of Astoria Broadcasting Co. (owner of KAST Astoria, Ore.), elected board chairman of Columbia River Packers Assn.

Thomas E. Thielke appointed acting manager of WDOD-AM-FM Chattanooga, Tenn. Formerly he was assistant manager of field cashiers for Interstate Life Insurance Co., which owns stations.

MR. VERNON

Gerald A. Vernon, formerly director of tv sales services for NBC-TV, joins CBS Radio Sales Staff. Mr. Vernon, 23-year broadcast veteran, began his career in 1937 as an NBC page. He subsequently became research analyst; assistant promotion manager in charge of research, and assistant sales development manager. He became sales development manager, ABC Radio in 1942; coordinator of tv sales, ABC-TV, 1948, and sales manager, 1950. Mr. Vernon joined J. Walter Thompson, N.Y., in 1955 as associate media director, and returned to NBC-TV in 1958.

John Wernsdorfer Jr. joins WEBB Baltimore as merchandising manager.

NAB names

Eugene S. Thomas, vp and general manager of KETV (TV) Omaha, Neb., elected chairman of NAB's Community Antenna Committee. Others on the committee: **Thomas C. Bostic,** vp and general manager of KIMA-TV Yakima, Wash.; **Omar Elder,** vp, secretary and general attorney, ABC New York; **C. Howard Lane,** vp and managing director of KOIN-TV Portland, Ore.; **Fred Weber,** vp WBOY-TV Clarksburg, W. Va.; **Howard Monderer,** Washington attorney for NBC New York; **William C. Grove,** general manager and chief engineer of KFBC-TV Cheyenne, Wyo.; **Thad W. Sandstrom,** general manager of WIBW-TV Topeka, Kan.; and **Thomas K. Fisher,** vp and general counsel, CBS, New York. **Clair R. McCollough,** president and general manager of the Steinman Stations, Lancaster, Pa., is chairman of the NAB Policy Committee which announced the appointments.

MR. RAPKIN

Tom Rapkin, salesman for WVKO Columbus, Ohio, named Community Club Awards director, appointment claimed to be first among some 400 radio and tv stations across the nation. Mr. Rapkin was previously producer and special-features writer with WLWC (TV), that city, and announcer for WOSU-TV there.

Frank Evans, named program director of KRHM (FM) Los Angeles.

Boyd Fellows, on production staff of KMOX-TV St. Louis, appointed program manager for KETC (TV), educational station, that city.

Winthrop P. Baker Jr., formerly program manager of WMBD-TV Peoria, Ill., to WBZ-TV Boston as assistant program manager.

John A. Hicks, formerly of the Clarke Brown Co., Atlanta and New Orleans, joins H-R Representatives, Atlanta, as account executive. **Rouen J. Westcott,** formerly of KHJ-TV Los Angeles, joins H-R Representatives, that city, as member of sales staff.

Bob Biernacki named account executive for AM Radio Sales, N.Y. He formerly was sales executive for Radio-TV Representatives, that city.

Alan Y. Naftalin, with Washington communications law firm of Koteen & Burt, becomes member of firm. Mr. Naftalin formerly was attorney with FCC's Office of Opinions & Review.

David Fentress, vacation fill-in announcer for WWDC Washington, becomes regular member of station's announcing staff. **Joe Phipps** rejoins WWDC as news personality. He had been station's news director from 1957 to 1959 when he left to form Deadline Inc., Washington news bureau for several radio stations.

Bill Magner joins KOTA-TV Rapid City, S.D., as salesman. He was previously announcer-newscaster with WNEM-TV Flint, Mich., WEDF Flint and WCCO Minneapolis-St. Paul.

Claire Horn, research analyst at Mcfadden Publications, joins WOR-AM-TV N.Y., as sales development manager.

Neil Kuvin, formerly with WERC Erie, Pa., to WXEX-TV Richmond, Va., as assistant director of promotion and merchandising. **Jerry Joiner** joins WXEX-TV as announcer-newscaster.

Doug Harris, formerly promotion director for WRDW-TV Augusta, Ga., to promotion staff of WLOS-TV Asheville, N.C.

Charles Hale, formerly with WNOE, and **James Brown,** formerly with WSBM, both New Orleans, join program staff of WWOM, that city.

Francis Hunt and **Jack Murdock** named co-directors of production and programming for KPLR-TV St. Louis. Mr. Hunt formerly was operations manager for KTVI (TV), that city. Mr. Murdock was production director of KTVI. **Mrs. Evelyn Elmen** joins KPLR-TV as director of women's affairs.

Substitute

When **Duane Knutson,** announcer for KROX Crookston, Minn., decided to attend the Minnesota State Fair for 10 days, he found himself with an able substitute — former congresswoman **Coya Knutson.** Mrs. Knutson, a candidate for state representative in the 9th district, broadcasts births, deaths, marriages, farm, weather and school news—everything but politics—to the people in the "Fertile" area.

MR. WELLS

James G. Wells joins Bisbee Broadcasting Co. as national advertising sales director. Bisbee owns KRUX Phoenix and has recently purchased (subject to FCC approval) KTKT Tucson, both Arizona. Since 1958, Mr. Wells has been vp of The Rumrill Co., and general manager of its Buffalo division.

Msgr. Timothy Flynn, of New York Archdiocese Catholic Radio & Tv Center, named by Pope John XXII as one of six American consultants on press, radio and tv secretariat. New group is one of bodies preparing for approaching Eucumenical Council. It includes total of 18 consultants and 15 members.

Jack Vandermyn, reporter-photographer for WFIE-TV Evansville, Ind., promoted to news director. **Biff Cole** named number two man on news staff, succeeding **Bernard Kelly** who moves to WISH-TV Indianapolis. Other changes: **Stanley Frakes,** formerly with WBRT Bardstown, Ky., to WFIE-TV engineering staff: **Dave Wilson,** formerly with WPSD-TV Paducah, Ky., to sales staff; and **Jack Berning** to sales staff.

TAPE IT ANYWHERE with Phono TRIX

PORTABLE ALL-TRANSISTOR TAPE RECORDER

- 50 hours playing time on 4 flashlight batteries
- Uses standard 3" tape —gives up to 90 minutes recording time
- Weighs 5 pounds; size: 9" x 5" x 4¼"

AS PORTABLE AS A CAMERA

Greatest idea since tape recording was invented—a precision machine that's truly portable! No waiting—you're ready to record instantly—indoors or out. Play back anytime. Use Phono Trix in office, home or car. It's ideal for businessmen, students, professional men, servicemen, clergymen—and for family fun. Quality-built for years of pleasure.

FASCINATING ACCESSORIES ALSO AVAILABLE

Telephone pick-up and amplifier $8.95
Stethoscope earphones 8.95
AC adapter 19.95

In luxurious scotch-grain leather case complete with microphone, reels and tape.

99.95 MARK III

Dept. B9
MATTHEW STUART & CO., INC.,
156 Fifth Avenue, New York 10, N. Y.

GENTLEMEN:
Please send me full details on Phono Trix, and the name of my nearest dealer.

Name_____
Address_____
City_____ Zone____ State_____

John V. Hanrahan joins WERE Cleveland as writer in newly formed creative department.

MR. SCHAFFER

Macey I. Schaffer, formerly promotion director for Tidewater Teleradio (WAVY-AM-TV), Norfolk, Va., named advertising and promotion director for WFIL-AM-FM-TV Philadelphia. He succeeds **Don Winther,** who resigned.

Al Moffett joins news and public affairs department of WTVT (TV) Tampa, Fla. Formerly he was with WBT and WBTV (TV) Charlotte, N.C.

Wendell Harris joins WAPI-AM-TV Birmingham, Ala., as member of news staff.

Dick Purtan, formerly with WHEN Syracuse, joins WMBR Jacksonville, Fla., as newsman-personality. **Bill Hampton,** formerly news director of WTNT Tallahassee, Fla., joins WMBR's news staff.

Willard A. Michaels, WJBK-TV Detroit, named chairman of NAB Tv Committee on Video Tape Usage. Group will meet in Washington Sept. 26. Other members: **Virgil Duncan,** WRAL-TV Raleigh, N.C.; **Kenneth Tredwell,** WBTV (TV) Charlotte, N.C.; **Robert Breckner,** KTTV (TV) Los Angeles; **Stokes Gresham,** WISH-TV Indianapolis; **Raymond J. Bowley,** Westinghouse Broadcasting Corp.; **Charles E. Corcoran,** NBC-TV.

Ron L. Beebe, formerly air personality at WAXX Chippewa Falls, Wis., to WOWO Ft. Wayne, Ind., in similar capacity.

Reynolds Large, formerly air personality at WAXU Lexington, Ky., to WLW Cincinnati in similar capacity.

Richard Reeves, formerly of WWVA Wheeling, W. Va., joins WCBS New York writing staff of news department.

James P. Johnson joins WTVC (TV) Chattanooga, Tenn., as announcer-director.

Ed Gates, formerly with WETZ New Martinsville, W. Va., to WWOW Conneaut-Ashtabula, Ohio.

Chuck Brinkman, formerly air personality at WHNC New Haven, Conn., to KQV Pittsburgh in similar capacity.

John Russell joins announcing staff of KMA Shenandoah, Iowa.

AP directors

The Associated Press Radio & Television Assn., New York, has elected seven directors to its 16-member board, which is composed of four directors from four geographical regions of the U.S. Those elected are: **Paul Adanti,** WHEN Syracuse, N.Y., one year; **Joe M. Cleary,** WESB Bradford, Pa., four years; **F.O. Carver,** WSJS Winston-Salem, N.C., four years; **Irving Waugh,** WSM-TV Nashville, Tenn., two years; **Gene Terry,** WTAD Quincy, Ill., one year; **Carl Lee,** WKZO-TV Kalamazoo, Mich., three years, and **John Thompson,** KRCA Los Angeles, four years. Messrs. Adanti, Cleary and Carver are incumbents.

Programming

Dick McKay, assistant advertising manager for Walt Disney Productions, Burbank, Calif., to director of publicity, succeeding **Joe Reddy,** named pr director. **Vince Jeffards,** merchandising manager, shifts his activities from New York to West Coast, working under Card Walker, vp in charge of sales and promotion.

Clayton E. Bond, account supervisor at California National Productions, Chicago, appointed account executive at CBS Films, that city.

MR. GINSBERG

Sidney Ginsberg, assistant to President Richard P. Brandt, Trans-Lux Tv, N.Y., named assistant vp in charge of production. Mr. Ginsberg, who came to company 18 years ago as assistant theatre manager, will assume responsibility for all production activities for T-L properties. Succeeding him as assistant to Mr. Brandt is **Bud Levy,** formerly vp of Brandt Theatres.

Malvin Wald, tv-motion picture writer, has been signed by Jack L. Copeland, executive producer of Allied Artists' Informational Films Div., to write script of *He Reached For Eternity,* tv special based on life of scientist Albert Einstein.

Albert D. Hecht, producer-director of tv commercials, appointed New York sales representative for Animation Inc.

Bob Kurtz joins tv commercial staff of Format Films, Los Angeles, as story man. **Bill Southwood** and **Jack Parr** also joining the staff of Format Films as animators.

Marvin Schwartz, art director for Capitol Records Inc., promoted to director of creative services, succeeding **Lou Schurrer,** who resigned. **James R. Silke,** assistant art director, succeeds Schwartz. In another change, **Joseph Csida** becomes head of new single-record-artists-&-repertoire operations which moves its headquarters from Hollywood to New York.

Equipment & Eng'ring

J. Bryan Straley, executive vp, Reeves Instrument Corp., N.Y., elected president and member of board. Mr. Straley joined company in 1954 as director of contract administration.

David R. Hull elected executive vp of Hoffman Electronics Corp., Los Angeles. Previously, he was vp and general manager of equipment operations for Raytheon Co., Waltham, Mass.

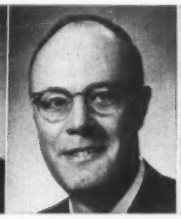
Eugene G. Slotta, Joseph J. Bolus and **Charles Freed** named manufacturing manager, production engineering manager and head of parametric devices department, respectively, for Raytheon Co's special microwave device operations.

Richard T. Bough named district manager in Detroit for distributor sales

Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

Ampex Corp. promotes three

MR. MCNAUGHTEN



MR. GOOD

MR. SALZMAN

Neal K. McNaughten appointed staff vp and marketing consultant for Ampex Professional Products Co., Ampex Audio Co., and Ampex International. He formerly was manager of Ampex Professional Co., Redwood City, Calif. He is succeeded by **Leonard E. Good,** corporate staff director of operations services for Ampex Corp. **Harold S. Salzman** named marketing manager of Ampex Professional Products Co. He formerly was general sales manager of long lines division of American Telegraph & Telephone Co.

organization for General Electric Co's electronic components division.

Charles R. Lunney, formerly manager of advertising and sales promotion for Sylvania Home Electronics Corp., Batavia, N.Y., joins General Electric Co., Syracuse, N.Y., as manager—advertising and sales promotion for tv receiver department.

Rudolph C. Schmidt named sales manager of Universal Transistor Products Corp. He formerly was with Fairchild Camera and Instrument Corp.

James J. Burns named district sales representative for Los Angeles office of Motorola Semiconductor Products Inc.

John W. Hillegas appointed field sales representative in Southeast for Adler Electronics, New Rochelle, N.Y.

International

Sam Pitt, production manager of CJLH-TV Lethbridge, Alta., and formerly of CHCH-TV Hamilton, Ont., and CJIC-TV Sault Ste. Marie, Ont., named executive producer of CFCF-TV Montreal. **Kenneth M. Dobson,** formerly of CKSO Sudbury, Ont., named general sales manager.

Ron Poulton, radio-tv editor of *Toronto Telegram,* named news director of CFTO-TV Toronto, *Telegram* station which goes on air early in January.

Deaths

William F. O'Neil, 76, founder and board chairman of General Tire & Rubber Co., Akron, Ohio, (parent company of RKO General Inc. which owns and operates five tv and seven radio stations), died of heart ailment Sept. 5. Mr. O'Neil, pioneer in broadcasting, once was identified with The Yankee Network and was instrumental in making feature films part of tv. Among survivors are sons, **Thomas F.,** president and board chairman of RKO General Inc., **William,** owner of WSKP Miami, **John,** financial committee chairman of General Tire, and **Michael G.,** president of General Tire.

Jack D. Tarcher, 64, vp of Doyle Dane Bernbach, N.Y., died Sept. 5 at his home in N.Y.

Angel Ramos, 58, owner of newspaper *El Mundo* and WKAQ-AM-FM-TV San Juan, Puerto Rico, died of heart attack at his home in Harrison, N.Y., Sept. 1.

Vincent Riggio, 82, retired president and board chairman of American Tobacco Co., died Sept. 6 in Mt. Kisco, N.Y.

Wesley M. Angle, 77, president of Stromberg-Carlson Co. (manufacturer of electrical products) from 1934-1945, died at his summer home Sept. 3.

Jim McRae, 53, chief engineer of CKSO-AM-TV Sudbury, Ont., died at Bar Harbor, Maine, on Aug. 28, while celebrating his 27th wedding anniversary. He had been with CKSO for 25 years, starting as transmitter operator.

Joseph F. Cummiskey, 50, news director of WHEN Syracuse, died Sept. 3 apparently of heart attack.

Mike Fitzgerald, manager of CKAR Huntsville, Ont., and former announcer at CFRB and CHUM Toronto, Ont., and CBLT (TV) Toronto, died of heart attack Sept. 2.

Frederick A. Kugel, 45, editor and publisher of *Television* magazine, died of heart ailment last Wednesday at Bay Shore, Long Island. Mr. Kugel founded *Television* magazine in 1944. He was 1936 graduate of U. of Pennsylvania and later studied at U. of London School of Economics.

WITHIN A STONE'S THROW OF COMMUNICATIONS ROW!

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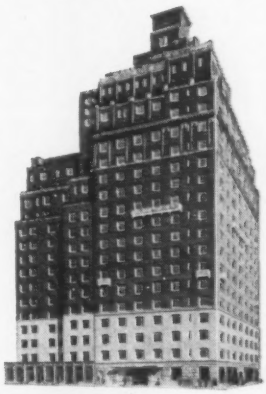

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Berkshire HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.

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BARBERRY

17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

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UNITED 1K HOTELS

Gospel singer winner announced by Pet Milk

Sadie Louise Reed, winner of Pet Milk Co.'s first national Sunday Morning Gospel Singing contest, is about to embark on a commercial recording career, the spoils of her victory. The promotion, prepared for Pet Milk by Gardner Adv., St. Louis, was carried on 64 stations, 22 of which were affiliated with Keystone Broadcasting System.

Miss Reed, blind and physically handicapped by polio, was sponsored by WJLD Birmingham, Ala. She was selected as the winner last month in Chicago in a runoff of the top three contestants from among the 64 entries. Miss Reed also received $250 as a cash gift for her favorite church or charity. Contestants from WXOK Baton Rouge, La., and WTMP Tampa, Fla., rounded out the top three. The judges were Roberta Martin, nationally known gospel singer, Roebuck Stapler, leader of the Stapler singers, and Calvin Carter, vice president of Vee Jay records which awarded the record contract.

There's no escape

Promotion for the fall schedule of KTTV (TV) Los Angeles was harder to escape than the heat last week. Even folks on the beach were treated to huge signs boosting the station pulled along by boats. In addition a newspaper-advertising schedule has been arranged almost daily from Sept. 7 through Oct. 11, a 204-spot campaign is being utilized on KBIG Avalon, KGBS Los Angeles and KWIZ Santa Ana, as well as billboards and bench advertising. KTTV figures it will obtain at least 301 million advertising impressions—43 for each of the 7 million tv viewers in Southern California. KTTV itself will use some 1,500 1-minute spots, a series of 26 different promotionals on video tape. Gimmick letters, contests and personalities disguised as stars of the various shows visiting advertisers and agencies round off the the scheme.

(Ten) Grand smiles ■ The cash on the table is phony but that's a very real check for $10,000 that's being handed to Mrs. Jack Custer, winner of the Christmas in August contest conducted by KJOE Shreveport, La. Ray Armand Kovitz (r), KJOE's owner-manager, is overseeing the presentation by William Murdoch, assistant trust officer of the Commercial National Bank, that city. KJOE listeners received the counterfeit money on a dollar-for-dollar basis on purchases made at participating sponsors' stores over a six-month period. Second prize was a Ford Falcon and 132 other prizes were awarded to those collecting the most certificates. Pepsi-Cola, Armour Meat Packing and Esso sponsored the contest with seven individual stores. The bank was official supervisor and custodian of the bonanza.

Building supply plan

The nation's building-supply industry is receiving an eight-point plan on how to build sales through the radio medium. In an industry analysis released by Radio Advertising Bureau, New York, the bureau outlined eight major reasons why radio is the building-supply dealer's most effective advertising medium.

The report reveals that lumber and building-material sales hit an all-time high of $9.1 billion in 1959. Sales breakdown: 39.1% to homeowners; 39% to contractors; 13.8% to farmers, and 8.1% to commercial users. Among radio's advantages to the dealers: Radio's dominance of the farm market; the medium's superiority in suburbia—big building-supplies market, and radio's universal coverage and economy.

Need more salesmen

The lack of skilled salesmen is one of the problems currently faced by the more than 100,000 U.S. retailers who sell radios, tv sets and phonographs, reports Radio Advertising Bureau in an industry analysis.

While the $2.6 billion home entertainment equipment business is "plagued" by additional problems, such as price-cutting, competition and increased operating costs, the RAB brochure lists "eight big reasons why radio turns the volume up" for these dealers. To aid in boosting their sales, RAB points out radio's selling effectiveness by citing its influence in suburbs, its popularity with housewives, its strength with teenagers and other factors.

'Ski-Tacular'

Preparations for the water ski carnival presented by WVEC-TV Norfolk-Hampton, Va., Aug. 21, were of the do-it-yourself variety after the station learned there were no professional water ski shows available at the time WVEC-TV wanted to launch its fall promotion campaign. Tom Chisman, president of the station, as well as a water sports fan, decided to use local talent, amassing enough for his "Ski-Tacular" to include a ski ballet, an aquabatic troupe, various ski jumping and other water specialists. The event drew 35,000 spectators.

A lot of popsicles

A request to listeners to send popsicle sticks to be used in the rehabilitation of tuberculosis patients by WEBB Baltimore garnered no fewer than 150,000 sticks in less than two weeks. To reward its audience, composed largely

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Cooling off ■ A feature of the four-day market tour which WITN (TV) Washington, N.C., conducted for New York agency people was this refreshing interlude. The group was brought from New York by private Pullman cars, toured the bright-leaf tobacco market at Wilson, the Marine air station at Cherry Point and the deep-sea port of Morehead City. After inspecting the WITN facilities, the travelers went home by chartered airplane. Among the guests were the above aquanauts (first row l to r): Charles Digney, Doherty, Clifford, Steers & Shenfield; Betty Fowler, NBC; John Wrath, Headley-Reed; Joan Ashley, J. Walter Thompson; (second row, l to r) Jim Watterson, Lambert & Feasley; Pat Patterson, WITN; Jack Hardingham, Headley-Reed; Lloyd Werner, Compton Adv.; Jim Ducey, Cunningham & Walsh.

of Baltimore's Negro community, the station offered record albums to those who contributed the most sticks. The winner sent in over 8,000 sticks.

A clearance problem

A simultaneous announcement on every radio and television station (17 of them) in San Antonio, Tex., heralded the opening of the 1960 Parade of Homes.

Producers of the affair were faced with the problem of opening five home-building sites at the same moment. In previous years, a visiting dignitary had been rushed from site-to-site by helicopter to perform the chore as rapidly as possible. For the split-second simultaneous opening the visiting dignitary procedure was scrapped in favor of San Antonio's ten am, three fm, and four tv stations (including one uhf).

■ Drumbeats

National-local fronts ■ To give its 1960-61 tv news in depth, Ideal Toy Corp., New York, is sending jobbers and dealers a newspaper that gives the full promotion story. The *Ideal Tv Times* is published in a standard edition for the entire country, with one exception. Each tv market will receive its copies custom-imprinted with the Ideal tv schedule applicable to that area alone. Stories include Ideal's network and spot activity (BROADCASTING, Aug. 22), the making of a commercial, success of tv tie-ins for toys and illustrations of every Ideal tv item with preview scenes and synopsis of each commercial Ideal will run this fall.

Respite ■ The eats and drinks were on the house—or more properly, on the mountain. Hardy hikers who ventured up Mt. Pisgah in the North Carolina Smoky Mountains to the antenna site of WLOS-TV Asheville, N.C., were treated to a picnic by the station. The visitors reached the site by climbing a mountain path from a National Park Service area 1½ miles below.

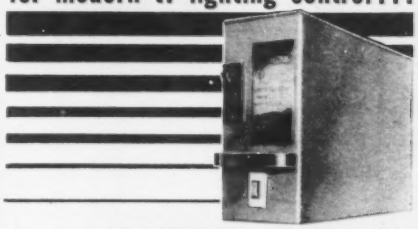
Talkies ■ WYSL Buffalo broadcast a "movie sound track" on radio as its answer to the Late, Late Show. The movie was titled "The Killer Shrews" and was reportedly a McLendon Radio Production presentation. It lasted 1 hour and 20 minutes, frequently interrupted by such announcements as "Would Melvin Harrigan please come to the box office," to add authenticity.

Lure of the bikinis ■ Two disc jockeys of KYW Cleveland staged a popularity contest with bikini-clad lovelies parading the northern Ohio beaches as their campaign managers. Listeners were urged to telephone a vote for their favorite of the d.j.s to KYW when they saw the girls on the beaches; the girls also urged bathers to vote. Big Wilson took the decision from Swinging Sweeney. The latter bicycled the winner and his bikini girl in a rickshaw through downtown Cleveland, wore a Gay '90s bathing suit everywhere for one week and took over Mr. Wilson's record show while he enjoyed a day off to go swimming with both models—and his wife.

Monkey see, monkey do ■ A monkey eating bananas during a newscast commercial for Hi-Way Market, Kitchener, Ont., on CKCO-TV Kitchener, helped to sell quickly 26 tons of the tropical fruit.

Blink, blink ■ For three hours a day for two weeks the mobile unit of WKOX Framingham, Mass., was parked near various sponsor locations and passing autos were urged to blink their lights at it. The license number of each blinking car was recorded and each day at 6 p.m. one number was drawn from a bowl and announced on WKOX. The owner of the car was then given 24 hours to drive in to the station

for modern tv lighting control...



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C•J•R ELECTRONIC DIMMER

There is none finer!

Today's most advanced, most reliable power amplifier is the all-electronic **C•J•R** Dimmer by **LUMITRON** . . . the first name in theatrical lighting since 1892. Employing the solid-state silicon controlled rectifier, the **C•J•R** is a dramatic step forward in the Art of Lighting . . . an advancement you should not overlook.

Whether supplied with the completely automatic **LUMITRON Auto•Punch** infinite preset system or a multi-scene manual preset system, you can depend on the **C•J•R** to outperform any other.

FEATURES . . .

- Small size—4" W x 8" H x 16" D. Light weight—under 10 pounds.
- No warm-up, no cooling, no tube replacement, no maintenance required.
- Only milliamps of signal current required.
- Uniform control of all loads.
- All capacities available up to 12 KW.
- Noiseless operation . . . install anywhere.
- Needs only telephone-type wiring for remote operation.
- Modular plug-in design for future expansion.

Whatever your TV lighting needs . . . consult LUMITRON today. WRITE FOR INFORMATION.

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LUMITRON
Division of METROPOLITAN ELECTRIC MFG. CO.
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to choose one of the daily prizes, such as fm table model radios or portable transistors. The station reports that thousands of listeners participated and the mobile-unit men recorded over five blinks per minute. Sponsors were clamoring to have the mobile unit at their stores, the station said.

Presidential contest ■ New York City residents will be called upon to concern themselves with details of the political campaign by guessing WOR-AM-FM-TV's weekly mystery question. The stations plan a quiz on Presidents of the past, and will ask audiences to compete for special awards by stating qualities they desire in the modern American leader. Prizes include color tv sets, transistor radios and complete sets of the Encyclopedia Britannica.

Series offer ■ KDKA Pittsburgh is offering a trip to the American League site of the World Series to the listener who sends the best question of the season to Joe L. Brown's weekly radio show. Mr. Brown, general manager of the Pittsburgh Pirates, conducts his own show each Sunday from 12:15-12:45 p.m., answering questions submitted by baseball fans. The fan whose question is most interesting gets airplane accommodations, World Series tickets and expense money. Mr. Brown now receives more than 500 questions weekly. The contest winner will be announced Sept. 18.

High purpose ■ Lloyd Ridner, co-owner of KAVI Rocky Ford, Colo., has taken a stand to urge industry to come to that town. His stand is a platform 35 feet above the city and he announced he would not come down until the campaign's goal of $10,000 has been realized. Membership certificates have been sold at $5 each. Even tourists who spot him while passing through town have purchased them. Each listener who buys a certificate gets the opportunity of guessing the day and time Mr. Ridner will descend. The contest winner gets $500 in merchandise. The non-profit group sponsoring the drive will use money collected to purchase land required for a plant site, as of Aug. 17, contributions had passed $3,000. Local merchants are supporting the pole-sitter with furniture, food, magazines and even sleeping pills. Colorado stations and newspapers have commented on Rocky Ford's tourist attraction and civic effort.

Auto show ■ WWVA Wheeling, W.Va., for the sixth consecutive year, will salute the 1961 American automobile models with a series of broadcasts called, *The WWVA Automobile Show of the Air*. Each car will have two broadcasts describing its highlights. Narration and description will be furnished by the various automobile managers in WWVA's area. The series is presented as a public service.

Fair count ■ Radio broadcasters have long complained that their medium is regularly and unfairly downgraded, even by people in advertising who should know better, whenever it is compared audiencewise with tv. But it remained for KNX Los Angeles to do something about it. What KNX did was to issue a small card, suitable for slipping into the card pocket of a wallet, bearing the headline: "Who's Listening? Who's Watching?" and the subhead: "these days in Los Angeles." Below are sets-in-use figures for both broadcast media, morning, afternoon and night, weekday and weekend. Radio wins hands down during the daytime hours and at night gets beaten by only three to one, a much smaller ratio than the usual guess. Reverse side of the card shows that in Los Angeles five radio sets were bought last year for every three tv sets.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 1 through Sept. 7. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Tv Stations

CALL LETTERS ASSIGNED

WLBW-TV Miami, Fla.—L.B. Wilson Inc.

KGTV (TV) Pocatello, Idaho—Sam H. Bennion.

WICD (TV) Danville, Ill.—Plains Tv Corp. Changed from WDAN-TV.

KEZI-TV Eugene, Ore.—Liberty Tv Inc.

KTVT (TV) Ft. Worth, Tex.—NAFI Telecasting Inc. Changed from KFJZ-TV.

New Am Stations

APPLICATIONS

Fairfield, Calif.—Valley Bcstg. Co., 650 kc, 1 kw D. P.O. address P.O. Box 830, Sterling, Colo. Estimated construction cost $25,293, first year operating cost $48,000, revenue $75,000. Applicant is **Alvin A. Ross** who has interest in KGEK Sterling, Colo. Ann. Sept. 7.

Pinellas Park, Fla.—Pinellas Radio Co., 570 kc, 500 w D. P.O. address 354 44th Ave., St. Petersburg, Fla. Estimated construction cost $35,030, first year operating cost $38,000, revenue $51,000. Principals include **William D. Mangold,** 60%, **Edward P. Landt** and **Francis G. Bonsey,** 20% each. Mr. Mangold has interest in WILZ St. Petersburg which will be sold if application is granted. Mr. Landt is in construction. Mr. Bonsey is architect. Ann. Sept. 7.

Many, La.—Many Bcstg. Co., 1530 kc, 1 kw D. P.O. address Many, La. Estimated construction cost $18,145, first year operating cost $30,000, revenue $42,000. Principals are **A.H. Colvin Jr.** and **T.L. Colvin Sr.,** equal partners, owners of KTOC Jonesboro, La. Ann. Sept. 6.

Poplarville, Miss.—Ben O. Griffin & Henry Clay Hunter, 1520 kc, 1 kw D. P.O. address Picayune, Miss. Estimated construction cost $21,444, first year operating cost $24,000, revenue $36,000. Principals are **Ben O. Griffin,** 65% and **Henry Clay Hunter,** 35%. Mr. Griffin is pharmacist. Mr. Hunter is employe of WMOE New Orleans, La. Ann. Aug. 31.

Rapid City, S.D.—Black Hills Corp., 800 kc, 1 kw D. P.O. address % Robert J. Dean, P.O. 1330. Estimated construction cost $43,750, first year operating cost $57,600, revenue $85,000. Principals include **Paul H. Koren, Bernard P. Thomas, Thomas J. Winn,** and **Robert J. Dean,** 25% each. Mr. Koren is MD. Mr. Thomas is artist. Mr. Winn is in real estate. Mr. Dean formerly had interests in KOTA Rapid City, S.D. Ann. Aug. 31.

Existing Am Stations

APPLICATIONS

KUDE Oceanside, Calif.—Cp to increase nighttime power to 5 kw, make changes in ant. system (DA-1 to DA-2), and install new trans. for nighttime use. (1320 kc). Ann. Sept. 2.

WOBS Jacksonville, Fla.—Cp to change hours of operation from D to unl using 5 kw power, install DA for nighttime operation, specify new nighttime ant.-trans. loca-

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

tion, install new trans. for nighttime use (2 main trans. & 2 sites). Request waiver of sec. 3.28(c) of rules. (1360 kc). Ann. Sept. 2.

WEDA Tampa, Fla.—Mod. of cp (for new station) to change ant.-trans. location and install new trans. (1550 kc). Ann. Sept. 2.

WBRB Mt. Clemens, Mich.—Cp to make changes in DA pattern. (1430 kc). Ann. Sept. 2.

WGSM Huntington, N.Y.—Cp to increase power from 1 kw to 5 kw, except during Canadian restricted hours, install new trans. Request waiver of sec. 3.24(g) of rules. (740 kc). Ann. Sept. 7.

WFYI Mineola, N.Y.—Cp to increase power to 50 kw, make change in ant. system, ground system and install new trans. (1520 kc). Ann. Sept. 2.

KRNR Roseburg, Ore.—Cp to increase daytime power from 250 w to 1 kw. (1490 kc). Ann. Sept. 7.

CALL LETTERS ASSIGNED

KQBY San Francisco, Calif.—Gordon Bcstg. of San Francisco Inc. Changed from KOBY.

WINY Putnam, Conn.—Israel Putnam Bcstg. Co. Changed from WPCT.

WQTY Arlington, Fla.—Rahall Bcstg. Inc. Changed from WTTT.

WCCF Punta Gorda, Fla.—Charlotte Radio Co. Changed from WFIF.

WEDA Tampa, Fla.—Dixieland Bcstrs.

WALG Albany, Ga.—Radio Albany Inc. Changed from WALB.

WPEH Louisville, Ga.—Peach Bcstg. Co.

WNGA Nashville, Ga.—Hanson R. Carter.

KIRL Wichita, Kan.—Jayhawk Bcstg. Corp. Changed from KFBI.

WERA Plainfield, N.J.—Tri-county Bcstg. Corp.

WSOQ North Syracuse, N.Y.—Sol Panitz & Barry Winton. Changed from WJMK.

WHCA Rugby, N.D.—Rugby Bcstrs.

KNND Cottage Grove, Ore.—Radio Station KOMB. Changed from KOMB.

KTDO Toledo, Ore.—Edward C. McElroy Jr. Changed from KLUU.

WLPS Lehighton, Pa.—Valley Bcstg. Co.

WRJS San German, P.R.—Jose Soler.

KIKK San Antonio, Tex.—Alamo Bcstrs.

New Fm Stations

APPLICATIONS

Worthington, Minn.—Worthington Bcstg. Co., 94.9 mc, 26.6 kw. P.O. address Worthington, Minn. Estimated construction cost $25,772, first year operating cost $21,000, revenue $14,000. Principals include **R.W. Olson** 87% and others. Mr. Olson has interests in KWOA Worthington, Minn. Ann. Sept. 7.

North Wilkesboro, N.C.—Wilkes Bcstg. Co., 97.3 mc, 4.49 kw. P.O. address P.O. Box 950. Estimated construction cost $16,106, first year operating cost $12,000, revenue $12,000. Applicant fm has same ownership as WKBC, North Wilkesboro, N.C. Ann. Sept. 2.

Odessa, Tex.—Audiomnialtifidelity, 99.1 mc, 3.4 kw. P.O. address 1316 39th St., Lubbock, Tex. Estimated construction cost $10,385, first year operating cost $24,000, revenue $26,000. Principals include **Eldon Ray Cox**, 90%, and others. Mr. Cox is in electronics. Ann. Sept. 2.

Waco, Tex.—Waco Bcstg. Corp., 99.9 mc, 3.895 kw. P.O. address P.O. Box 3158. Estimated construction cost $16,068, first year operating cost $24,000, revenue $24,000. Applicant fm will duplicate WACO Waco, Tex. Ann. Sept. 7.

Existing Fm Stations

APPLICATION

WFMK (FM) Grand Rapids, Mich.—Mod. of cp to change ant.-trans. location, change studio location, decrease ant. height above terrain to 216 ft., and change station location to Holland, Mich. Ann. Sept. 2.

CALL LETTERS ASSIGNED

KQBY-FM San Francisco, Calif.—Gordon Bcstg. of San Francisco Inc. Changed from KOBY-FM.

WMRO-FM Aurora, Ill.—Vincent G. Cofey and Benjamin A. Oswalt.

WELF (FM) Glen Ellyn, Ill.—Elizabeth G. Coughlan.

WHFS (FM) Bethesda, Md.—High Fidelity Bcstrs. Inc.

WNEM-FM Bay City, Mich.—Gerity Bcstg. Co.

WMAX-FM Grand Rapids, Mich.—WMAX Inc.

WEGO-FM Concord, N.C.—Concord-Kannapolis Bcstg. Co.

WRNJ (FM) Atlantic City, N.J.—Melvin Gollub.

WOIO (FM) Cincinnati, Ohio—Seven Hills Bcstg. Corp.

WPGH (FM) Pittsburgh, Pa.—Nemco Bcstg. Corp.

KJSB (FM) Houstin, Tex.—Joel S. Kaufmann.

WLRJ (FM) Roanoke, Va.—Lee Hartman & Sons Sound Equipment.

Ownership Changes

APPLICATIONS

KJNO Juneau, Alaska—Seeks assignment of license from **Baranof Bcstrs Inc.** to **South Eastern Alaska Bcstrs Inc.** for $50,000. Purchaser is **Radio Anchorage Inc.**, group headed by **J. Chester Gordon**, president. Radio Anchorage is owner of KBYR Anchorage and has controlling interest of KFRB Fairbanks, both Alaska. Ann. Aug. 31.

KTKT Tucson, Ariz.—Seeks transfer of control of **Copper State Bcstg. Corp.** from **Thomas J. & Angie M. Wallace**, 50%, and **House Party Productions Inc.**, 50% to **Leland Bisbee Bcstg. Co.** for $410,000. Prior to sale to Bisbee, House Party Productions Inc. will buy 50% interest held by Wallaces for $190,000. Purchasers are **Leland S. and Margaret C. Bisbee**, 42.85% each, and **George E. Bisbee**, 14.30%, licensees of KRUX Glendale, Ariz., and WFRL Freeport, Ill. Ann. Aug. 31.

KRKS Ridgecrest, Calif.—Seeks assignment of license from **Gilson Bcstg. Corp.**, to **Ridgecrest Bcstg. Co.** for $48,000. Purchaser is **Israel Sinofsky**, who is in electronics. Ann. Sept. 7.

KYTE Pocatello, Idaho—Seeks transfer of control of **Pocatello Bcstg. Co.** from **Thomas R. Becker** and **Francis J. Riordan**, 40% each, and others, to **Francis J. Riordan**, 80%, and others, for $25,000. Ann. Sept. 7.

WMRO-AM-FM Aurora, Ill.—Seeks assignment of cp's from **Vincent G. Cofey** and **Benjamin A. Oswalt**, equal partners, to **WMRO Inc.**, change to corporate business form with no financial consideration involved. Ann. Sept. 6.

WNMP Evanston, Ill.—Seeks involuntary transfer of control of **Evanston Bcstg. Co.** from **Angus D. Pfaff**, deceased, sole owner, to **First National Bank and Trust Co. of Evanston**, estate executor. No financial consideration involved. Ann. Sept. 7.

KBLR-AM-TV Goodland, Kan.—Seeks assignment of licenses from **Tri-State Tv Inc.** and **Tri-State Radio Inc.** to **Max Jones**, trustee in bankruptcy. Ann. Sept. 7.

KAKE Wichita, Kan.—Seeks assignment of license from **KAKE Bcstg. Co.** to **KAKE-TV & Radio Inc.**, corporate merger with no change in ownership and no financial consideration involved. Ann. Sept. 2.

WORL Boston, Mass.—Seeks transfer of **Pilgrim Bcstg. Co.** from **Joseph A. Dunn, Chester A. Dolan Jr., Marie F. Gately**, and **Edward M. Gallager Jr.**, 18.5% each and others to **Edward M. Gallager Jr.**, 37%, **James E.** and **Francis P. Mutrie**, 18.5% each, and others, for $45,000. Messrs. Mutrie are in motor transportation. Ann. Sept. 2.

KLTF Little Falls, Minn.—Seeks assignment of license from **John H. Lemme**, individual, and **Mr. Lemme**, administrator of estate of **Oscar Lemme**, to **Little Falls Bcstg. Co.**, to change to corporate business form with no financial consideration involved. **Jean H. Lemme** aquires 12½% interest through stock gift from her husband, John H. Lemme. Ann. Sept. 2.

WRJW Picayune, Miss.—Seeks transfer of control of **Tung Bcstg. Co.** from **H.R. McIntosh**, 99.5% to **Hugh O. Jones**, 87.5%, for $73,870 plus option agreement to purchase remaining holdings from Mr. McIntosh for $10,146. Mr. Jones has interests in WPMP Pascagoula, WHHT Lucedale, both Mississippi, Ann. Aug. 31.

KGIN-TV Grand Island, Neb.—Seeks assignment of cp from **Electron Corp.** to **Cornhusker Tv Corp.** for $2,500. Cornhusker, licensee of KOLN-TV Lincoln, Neb., owned by **John E. Fetzer**, who has majority interests in WKZO-AM-TV Kalamazoo, WWTV-TV Cadillac, and WJEF-AM-FM Grand Rapids, all Michigan. Ann. Aug. 31.

WRNY Rome, N.Y.—Seeks assignment of license from **WRNY Inc.** to **Alert Radio Inc.** for $90,000. Purchasers are **Herbert Mendelsohn, Edward McMullen, Ernest R. Field**, and **Louis Beck**, 25% each. Messrs. Mendelsohn and McMullen are employes of WINS New York, Messrs. Field and Beck are attorneys. Ann. Aug. 31.

WFVG Fuquay Springs, N.C.—Seeks transfer of control from **James F. Flanagan, Gale F. Lewis**, 37½% each, and **Robert G. Currin**, 25%, to **James F. Flanagan**, 56.25%, and **Robert G. Currin**, 43.75%, for $10,000. Ann. Sept. 7.

KFLW Klamath Falls, Ore.—Seeks assignment of license from **Caloretex Corp.** to **David F. Snow** for $95,000. Mr. Snow was formerly employe of KHOT Madera, Calif. Ann. Sept. 7.

KRNR Roseburg, Ore.—Seeks assignment of license from **News-Review Co.** to **Douglas County Tricasters Inc.** for $80,000. Purchasers are **Robert F. Johnson, Joseph G. Maierhauser** and **James H. Johnson**, 33⅓% each. Mr. Maierhauser is owner of Colossal Caves, tourist attraction. Messrs. Johnson are employes of News-Review Co. Ann. Sept. 7.

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KLVT Levelland, Tex.—Seeks assignment of license from **Herald Bcstg. Co.** to **Levelland Bcstrs.** for $100,000. Purchasers are **Marshall** and **Clint Formby**, equal partners, owners of KPAN Hereford, KTUE Tulia, both Texas. Messrs. Formby also have interest in KACT Andrews, Tex. Ann. Sept. 7.

WGEZ Beloit, Wis.—Seeks involuntary transfer of control of **Radio Beloit Inc.** from **Angus D. Pfaff**, deceased, sole owner, to **First National Bank and Trust Co. of Evanston**, estate executor. No financial consideration involved. Ann. Sept. 7.

Hearing Cases

OTHER ACTIONS

■ By memorandum opinion and order, commission, on petitions by O'Keefe Bcstg. Co., reconsidered and granted without hearing its application for new class B fm station in Levittown-Fairless Hills, Pa., to operate on 100.1 mc; ERP 1 kw; ant. height 134 ft.; engineering condition. Ann. Sept. 7.

■ By memorandum opinion and order, commission, on petition by KGMO Radio-Tv Inc., severed from consolidated hearing and granted its application to change facilities of station KGMO Cape Girardeau, Mo., from 1220 kc, 250 w, D, to 1550 kc, 5 kw, D, DA. Ann. Sept. 7.

■ By memorandum opinion and order, commission, on petition by Birmingham Bcstg. Co., severed from consolidated hearing and granted its application for new am station to operate on 1550 kc, 50 kw, DA, D, in Birmingham, Ala.; (engineering condition). Ann. Sept. 7.

■ By decision, commission (1) denied application of Capitol Bcstg. Co. for new am station to operate on 730 kc, 500 w, DA, D, in East Lansing, Mich., and (2) dismissed for failure to prosecute similar application of W.A. Pomeroy for new station on 730 kc, 250 w, D, in Tawas City-East Tawas, Mich. Comr. King not participating. May 25, 1959 initial decision looked toward denying both applications. Ann. Sept. 7.

■ By decision, commission denied application of WMAX Inc., for increase of power of WMAX Grand Rapids, Mich., from 1 kw to 5 kw, continuing operation on 1480 kc, D. Comrs. Bartley and King not participating. Feb. 4 initial decision looked toward this action. Ann. Sept. 7.

■ By memorandum opinion and order, commission denied petition by James J. Williams for rehearing to permit presentation of evidence relative to site availability and other matters in connection with his application for new am station to operate on 1450 kc, 250 w, unl. in Williamsburg, Va. Comr. Cross dissented. May 2 initial decision looked toward denying application. Ann. Sept. 7.

■ By memorandum opinion and order, commission denied petition by Broadcast Bureau to dismiss application of Clearwater Radio Inc., to increase daytime power of WTAN Clearwater, Fla., from 250 w to 1 kw, continuing operation on 1340 kc with 250 w-N, which is in consolidated hearing. Comr. King not participating. Ann. Sept. 7.

■ By memorandum opinion and order, commission denied petition by Radio Medford Inc., insofar as it seeks deletion of financial issues as regards to its application for new tv station to operate on ch. 10 in Medford, Ore., which is in consolidated proceeding with similar applications of TOT Industries Inc., and Medford Telecasting Corp., but granted Radio Medford's petition to include issue as to financial qualifications of TOT Industries. Comrs. Bartley and King not participating. Ann. Sept. 7.

■ By memorandum opinion and order, commission denied petition by Veterans Bcstg. Co. to delete issue 9 regarding transmitter site in proceeding on its application to increase daytime power of KNUZ Houston, Tex., from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N, which is in consolidated hearing. Ann. Sept. 7.

■ By memorandum opinion and order, commission, on petition by Radio Virginia Inc., severed from consolidated hearing and granted its application to increase power of station WXGL Richmond, Va., from 1 kw to 5 kw, continuing operation on 950 kc, D; engineering condition. Ann. Sept. 7.

■ By memorandum opinion and order, commission denied petitions by Metropolitan Bcstg. Corp. (WNEW-FM), New York, N.Y., for (1) review of examiner's ruling granting amendment to application of Suburban Bcstrs. from new fm station in Elizabeth, N.J., to specify new trans. site and (2) enlargement of issues on Suburban's application. Comr. King not participating. Ann. Sept. 7.

■ By memorandum opinion and order, commission denied motion by Dept. of Navy on its own behalf and on behalf of Dept. of Army and Federal Aviation Agency for enlargement of issues in proceeding on application of Nathan Frank for specification of trans. and ant. site of station WNBE-TV New Bern, N.C. Ann. Sept. 7.

■ By memorandum opinion and order, commission denied petition by Idaho Microwave Inc., for reconsideration of May 2 order which dismissed its March 2 pleading because of scandalous and impertinent material contained therein in Twin Falls, Idaho, microwave protest proceeding. Comr. King not participating. Ann. Sept. 7.

Routine Roundup

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

■ Granted petition by Hennepin Bcstg. Assoc. and extended to Sept. 7 time to file reply to oppositions of Broadcast Bureau and Robert E. Smith, River Falls, Wis., to its petition to enlarge issues in am proceeding. Action Aug. 30.

■ Granted petition by WHAS Inc. (WHAS-TV), Louisville, Ky., and extended to Oct. 18 time to file exceptions to initial decision in proceeding on its application to change trans. and ant. location. Action Aug. 31.

■ Granted motion by Capital Cities Tv Corp. and extended to Sept. 20 time to file oppositions to Veterans Bcstg. Company's petition for reconsideration in Vail Mills, N.Y., ch. 10 proceeding. Action Sept. 1.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Lawrence Shushan for dismissal without prejudice of his application for new fm station in Santa Barbara, Calif. Action Sept. 2.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended to Sept. 22 time to reply to petition for leave to amend, for exchange of exhibits and for date of hearing, and time to respond to joint petition for leave to amend filed by Ponce De Leon Bcstg. Co. and Indian River Radio Inc., in proceeding on their applications for am facilities in St. Augustine and Melbourne, both Florida; extended from Sept. 2 and Sept. 13 to Oct. 4 and Oct. 18 time for exchange of exhibits and formal hearing. Action Sept. 6.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled prehearing conference for Sept. 20 at 9 a.m., in proceeding on application of Radio Carmichael for new am station in Sacramento, Calif., et al. Action Aug. 30.

■ Granted request by Mid-America Bcstg. Co. (WGVM), Greenville, Miss., and continued Sept. 13 hearing to 9:00 a.m., Sept. 19 in proceeding on its am application and that of Voice of New South Inc. (WNSL), Laurel, Miss. Action Sept. 1.

■ On own motion, corrected in various respects transcript of record in proceeding on am application of High Fidelity Stations Inc. (KPAP), Redding, Calif. Action Aug. 31.

■ On own motion, scheduled prehearing conference for Sept. 29 in Wausau, Wis., tv ch. 9 proceeding. Action Sept. 6.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Service Bcstg. Co. and received in evidence its exhibits 1 and 1-A, closed record and ordered that proposed findings of fact and conclusions may be filed on or before Sept. 30 and replies on or before Oct. 17 in proceeding on Service's application for new am station in Concord, Calif. Action Aug. 31.

■ Granted motion by Kentuckiana Tv Inc. for leave to amend its tv application to reflect terms of agreement with United Electronics Laboratories Inc. looking toward dismissal of United's application, amend Kentuckiana's application to reflect addition of United's president and stockholder, W.L. Rector, as 12½% stockholder in Kentuckiana, adopt engineering portion of United's application, and reflect changes in financial and programming sections of Kentuckiana's application, retained amended application in hearing in Louisville, Ky., tv ch. 51 proceeding. Action Sept. 2.

By Hearing Examiner H. Gifford Irion

■ Granted joint petition by applicant Antennavision Service Co. and protestant Valley Telecasting Co. (KIVA, ch. 11), Yuma, Ariz., and continued indefinitely Sept. 7 hearing in proceeding on Antennavision's applications for cps for fixed stations at Oatman Mountain and Telegraph Pass, Ariz. Action Sept. 1.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Frederick County Bcstrs. Winchester, Va., for leave to amend its am application to reflect certain option agreement. Action Sept. 2.

■ Postponed Sept. 16 prehearing conference to Sept. 27 in proceeding on am applications of Triangle Publication Inc. (WNHC), New Haven, Conn. Action Sept. 1.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Simon Geller for leave to amend his application for new am station in Gloucester, Mass., to specify operation on 1540 kc in lieu of 1410 kc and to make other changes and removed amended application from hearing and returned to processing line. Action Aug. 31.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Seaway Bcstg. Co., Chicago Heights, Ill., to make engineering changes to its am application; application in consolidated hearing. Action Sept. 2.

BROADCAST ACTIONS

Broadcast Bureau

Actions of Setpember 2

KVOB Bastrop, La.—Granted assignment of licenses to **Bastrop Bcstg. Co.**

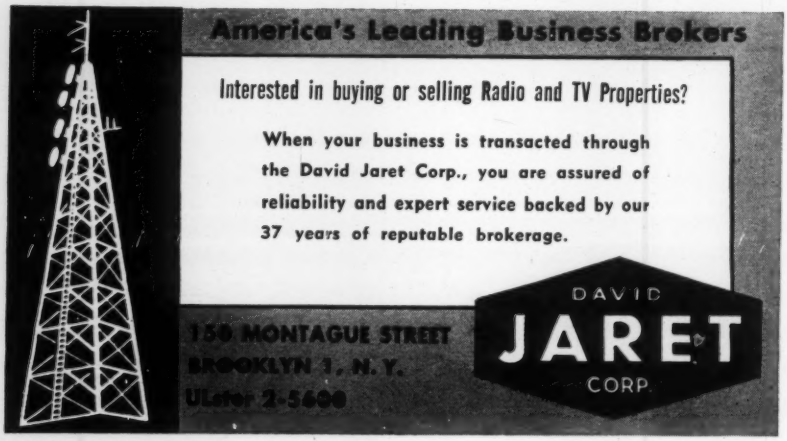
WHMA Anniston, Ala.—Granted request for cancellation of license for aux. trans.

Action of September 1

KPDN Pampa, Tex.—Granted assignment of license to **Warren L. Hasse.**

WTAL Tallahassee, Fla.—Granted acquisition of positive control by **Victor C. Diehm** through purchase of stock from **William M.** and **Hilda M. Deisroth**; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

WAZL-AM-FM-TV Hazleton, Pa.—Grant-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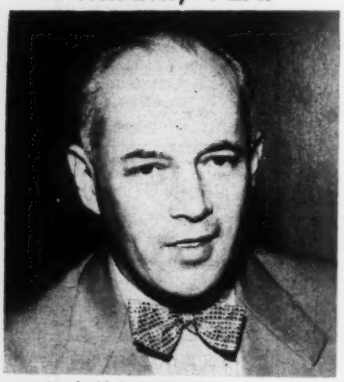

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 7

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,461	51	81	863
FM	731	27	176	157
TV	473	60	75	117

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 7

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	36	12	48

COMMERCIAL STATION BOXSCORE

As reported by FCC through July 31, 1960

	AM	FM	TV
Licensed (all on air)	3,455	714	471[1]
CPs on air (new stations)	36	32	63[2]
CPs not on air (new stations)	115	196	76
Total authorized stations	3,603	942	656
Applications for new stations (not in hearing)	593	72	27
Applications for new stations (in hearing)	204	36	75
Total applications for new stations	797	108	102
Applications for major changes (not in hearing)	582	29	38
Applications for major changes (in hearing)	277	10	14
Total applications for major changes	859	39	52
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

ed acquisition of positive control by **Victor C. Diehm** through purchase of stock from **Hilda M. Deisroth**; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with section 317 of Communications Act, and related matters.

WTTC Towanda, Pa.—Granted license for am station.

WFGM-FM Fitchburg, Mass.—Granted license for fm station.

WIOI New Boston, Ohio—Granted license covering increase in power from 500 w to 1 kw.

WCAW Charleston, W.Va.—Granted license covering change of frequency, ant.-trans. location installation of DA-N, make changes in ant. and ground system and deletion of remote control operation.

WBAW Barnwell, S.C.—Granted license covering increase in power.

WMBO Auburn, N.Y.—Granted license covering increase in daytime power.

WABY Albany, N.Y.—Granted license covering increase in power and installation of new trans.

WOGA Chattanooga, Tenn.—Granted license covering changes in ant.-trans. location and in ant. and ground system.

WMBI Chicago, Ill.—Granted license covering changes in ant. system.

WLAV Grand Rapids, Mich.—Granted license covering installation of old main trans. as aux. trans.

WISO Ponce, P.R.—Granted license to use old main trans. as aux. trans.

WENK Union City, Tenn.—Granted license covering installation of new type trans.

WHDL Olean, N.Y.—Granted license to use old main trans. as aux. trans. daytime and as alternate main trans. nighttime at main trans. location.

WEMW-FM Madisonville, Ky.—Granted license covering changes in trans. equipment, ant. system and increase ERP; ant. 355 ft.

WOVE Welch, W.Va.—Granted license covering installation of new trans.

WHAK Rogers City, Mich.—Granted license covering changes in trans. equipment.

K73AP, K77AO, K83AJ, Quincy, Wash.—Granted cps to show unattended operations at remote control point.

KFBK-FM Sacramento, Calif.—Granted cp to increase ERP to 115 kw, ant. 240 ft., install new trans. and new ant. make changes in ant. system; remote control permitted.

KGUD Santa Barbara, Calif.—Granted mod. of cp to change trans. site and make ant. changes; conditions.

KANA Anaconda, Mont.—Granted extension of authority to Nov. 30 to sign-off each day at 6:05 p.m.

KFJZ-FM Fort Worth, Tex.—Remote control permitted.

WSOC Charlotte, N.C.—Remote control permitted while using non-DA.

■ Following stations were granted extensions of completion dates as shown: K70BK Springerville-Eager, Ariz. to Mar. 1, 1961 and WFBG-FM Altoona, Pa. to Oct. 31.

WLWI (TV) Indianapolis, Ind.—Rescinded commission action of Aug. 29 granting license for tv station.

WIRV Irvine, Ky.—Rescinded commission action of Aug. 5 granting license for am station.

Actions of August 31

WSAZ-AM-TV Huntington, W.Va.—Granted acquisition of positive control of **Huntington Publishing Co.** by **Huntington Herald Co.** through purchase of stock from **Walker Long** and six other stockholders by Huntington Publishing Co.

WSOC Charlotte, N.C.—Granted assignment of license to **WIST Inc.**

KOPY Alice, Tex.—Granted assignment of licenses to **Alice Bcstg. Co.**

***WETV (TV) Atlanta, Ga.**—Granted license for noncommercial educational tv station.

WIMA-TV Lima, Ohio—Granted license covering changes in tv station; ERP vis. 219 kw, aur. 117 kw.

WBRC-TV Birmingham, Ala.—Granted license covering redescription of studio and trans. locations (no change in site); without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of the Communications Act.

WRBS (TV) Baltimore, Md.—Granted mod. of cp to decrease ant. height to 215 ft., ERP to 15.5 kw, change type ant. and make changes in ant. system.

KTIM San Rafael, Calif.—Rescinded Aug. 8 commission action granting license covering change of ant.-trans. location.

Actions of August 30

WPFA-TV Pensacola, Fla.—Granted involuntary assignment of cp from **Charles W. Lamar Jr.** to **Louisiana National Bank of Baton Rouge**, executor of estate of **Charles W. Lamar Jr.**, deceased.

KOIN-AM-FM-TV Portland, Ore.—Granted transfer of negative control from **Ted R. Gamble** and **Harvey S. Benson**, voting trustees, to **Harvey S. Benson** and **Moe M. Tonkon**, voting trustees.

Actions of August 29

■ Granted KGMC (FM) Portland, Ore., extention of completion date to Sept. 23.

WLWI (TV) Indianapolis, Ind.—Granted license for tv station; ERP aur. 148 kw, ant. 980 ft. (See Sept. 1 action, above); without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WTVN-TV Columbus, Ohio—Granted license covering changes in tv station; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WKYT (TV) Lexington, Ky.—Granted license covering changes in tv station; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WSPD-TV Toledo, Ohio—Granted licenses covering changes in tv station and specify studio location; ERP vis. 182 (DA), aur. 91.2 kw (DA) (main trans. & ant.); and installation of aux. trans. at new main trans. site; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WORA-TV Mayaguez, P.R.—Granted licenses covering changes in tv station (main trans. & ant.); and to maintain currently licensed main ant. as aux. facilities at main trans. site; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WIWA (TV) Atlanta, Ga.—Granted license covering changes in tv station (main trans. & ant.); ERP vis. 275 kw, aur. 138 kw; without prepudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317, of Communications Act.

WITI-TV Milwaukee Wis.—Granted license covering installation of aux. trans. at main trans. site; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

KGMG (FM) Portland, Ore.—Granted mod. of cp to specify studio location; remote control permitted.

Staff Instructions

■ Commission on Sept. 7 directed preparation of document looking toward denying motion by WHDH Inc. (WHDH-TV ch. 5), Boston, Mass., for stay of July 14 decision in Boston ch. 5 proceeding, pending resolution of WHDH's petition for rehearing. July 14 decision vacated April 24, 1957 grant to WHDH Inc., to operate on that channel, ordered further comparative evaluation of all applicants (WHDH, Greater Boston Tv Corp., Massachusetts Bay Telecasters Inc., and Allen B. DuMont Laboratories Inc.), with filing of briefs and subsequent oral argument before commission en banc, and, meanwhile, allowed WHDH-TV to continued its present ch. 5 operation under STA. Ann. Sept. 7.

■ Commission on Sept. 7 directed preparation of document looking toward denying petition by Public Sevice Tv Inc. (WPST-TV, ch. 10), Miami, Fla., for stay of July 14 decison in Miami ch. 10 proceeding pending action by Court of Appeals. July 14 decision disqualified all applicants except L.B. Wilson Inc., set aside Feb. 7, 1957 grant to Public Service, and granted Wilson application to construct and operate on that channel for period of four months after construction. In addition to Wilson and Public Service, Miami ch. 10 proceeding involves applications by WKAT Inc., and North Dade Video Inc. Ann. Sept. 7.

■ Commission on Sept. 7 directed preparation of document looking toward denying petition by San Jose Bcstg. Co. (KXRX), San Jose, Calif., for reconsideration of April 27 grant of application of Marin Bcstg. Co., to change trans. site of KTIM San Rafael, Calif., continuing operation on 1510 kc, 1 kw, D. Ann. Sept. 7.

■ Commission on Sept. 7 directed preparation of document looking toward denying petition by Guinan Realty Co. for reconsideration, stay and rehearing of April 8 decision which granted application of Louis Adelman for new am station to operate on 1300 kc, 1 kw, DA, D, in Hazleton, Pa., and denied application of Guinan for same facilities in Mt. Carmel, Pa. Ann. Sept. 7.

■ Commission on Sept. 7 directed preparation of document looking toward remanding to examiner for further hearing proceeding on applications of New Bcstg. Co., Herbert Muschel and Independent Bcstg. Co. for new fm stations in New York, N.Y. Ann. Sept. 7.

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As such they do violence to civil and religious liberties.

Sunday "Blue Laws" have no place in a society of free men.

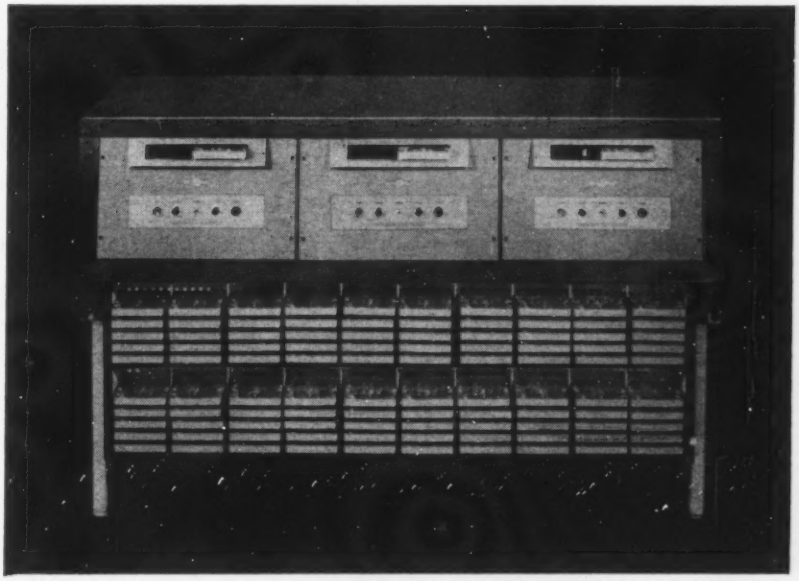
Free: 128 pp., thumb-indexed leatherette-bound background reference volume on the Seventh-day Adventist Church. Please write on letterhead.

Write: Adventist Public Relations Office
6840 Eastern Avenue, N.W.,
Washington 12, D. C.
RAndolph 3-0800

Collins Automatic Tape Control is the perfect answer to automatic programming. Just insert the tape cartridge, push one button, and you're certain of reliable performance. More than 500 radio stations own the network-approved, internationally-used Collins Automatic Tape Control.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



syllable-separating start and stop time of less than 0.1 second • 7.5 inch/second tape speed • frequency response ±2 db, 50-12,000 cps • less than 0.2% rms wow and flutter • programming segments from 40 seconds to 31 minutes • remote control available. For more information contact your Collins sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Mid-south chain—4 top rated stations—has opening for salesman with management potential—30-40—married. Guarantee—moving expenses—rapid advancement for producer. Area applicants favored. Send resume, photo first letter. Box 481B, BROADCASTING.

California station with terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter. Write Box 780B, BROADCASTING.

California 5,000 watt station in medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required. Write Box 781B, BROADCASTING.

Station in one of top 25 markets will soon require general manager. Opportunity for a manager or sales manager with strong sales record to join group operation. Must provide finest references. Send all information, resume and photo in first letter to Box 943B, BROADCASTING.

Single market west Texas station needs experienced commercial manager. Good chance for further advancement. Some announcing helpful but not absolutely necessary. Box 149C, BROADCASTING.

See media broker opportunity under "Radio-help wanted-sales" this issue.

South Dakota chain of am and tv stations wants aggressive commercial manager for competitive market of 180,000. $125.00 weekly plus override. Good producer can make $1,000 plus monthly. Send full particulars to Manager: KRSD, Rapid City, South Dakota.

Sales

Mid-south chain. See our ad under management. Box 481B, BROADCASTING.

Metropolitan market SW has attractive offer for experienced salesman with sales management potentiality. Replies confidential. Send references and background to Box 807B, BROADCASTING.

Newark, New Jersey—Top independent, top money and future for salesman who loves to sell, multiple chain, send resume Box 929B, BROADCASTING.

Salesman—excellent opportunity for good producer. Top St. Louis independent, multiple market, $6,000 plus, resume to Box 935B, BROADCASTING.

Experienced salesman for California station, strong closer with good established billing in competitive market. Salary open, resume. Box 987B, BROADCASTING.

Salesman for Texas station. Great opportunity for go getter. Box 997B, BROADCASTING.

Radio time salesman for S.C. station. Must be hustler to handle established and new accounts. $100.00 weekly salary plus incentives. Send complete details of experience, education, age, photo, etc. Box 159C, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Experienced salesman, or abmitious announcer desiring sales training. Top-rated music-news station. KGKB, Tyler, Texas.

Top salesman wanted immediately for progressive station. Rush complete resume including salary requirements. Grace Heath, Assistant Manager, WLSE, Wallace, N.C.

FM station man experienced in sales and some board work, excellent opportunity. WRVB-FM, Madison 1, Wisconsin.

Growing media brokerage firm needs additional associates/representatives in New York-Washington and midwest areas. We will either franchise a territory to an associate (straight commission) or hire a representative on fixed salary, expenses and bonuses. Requirements are #1. Old enough for maturity in judgment, young enough to be an eager learner (generally early 30's to early 40's). #2. Face to face selling experience. #3. Working knowledge of one or more media fields. #4. Character that will stand thorough investigation. Interviews Washington, New York, Chicago, San Francisco, Atlanta. Contact Paul Chapman, 1182 W. Peachtree St., Atlanta 9, Ga.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Announcers

Negro announcer. Must be experienced and rockin' personality for major market station. Rush experience and tape. Box 591B, BROADCASTING.

Negro announcer with 1st ticket and strong air personality for established major market station. Must be a go-getter. Resume and tape immediately. Box 662B, BROADCASTING.

Wanted—experienced announcer with deep, resonant voice for metropolitan Good Music operation. Start $105 per week, replies confidential. Send tape and references first letter to Box 808B, BROADCASTING.

Have mid-September opening for experienced announcer desiring to locate in small Georgia city near Atlanta. Favorable working conditions. Above average for right man. Send audition tape with letter to Box 827B, BROADCASTING.

Experienced country-western deejay for California station, some sales, tape-photo resume. Box 986B, BROADCASTING.

Step up! Punch and push personality for top-rated, 24-hour 5 kw in booming eastern market. 35 hour week. Start $105.00. First phone preferred, will consider all others. Send tape, picture, detail. Permanent. Box 994B, BROADCASTING.

Now hiring—3 swinging, selling dj's for tight production, quality music format. Virginia fulltimer. Send tape, resume and photo first letter. Box 107C, BROADCASTING.

Announcer with commercial radio experience. Run control board. Good pay. Fringe benefits. East coast. Box 119C, BROADCASTING.

Near New York City 4th largest market in U.S. Need two top-notch dj's. Must have knowledge of board and tight production. Adult station, no top 40. Good opportunity for right man. Box 123C, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Midwest radio-tv combination will have opening for bright, fast dj also capable of doing quality tv commercials. Send tape, picture and resume Box 137C, BROADCASTING.

Increasing staff. Mature voice. News and good music. Excellent New Mexico community. Our staff knows of this ad. Air mail Box 147C, BROADCASTING.

Need experienced announcer for west Texas daytimer with news experience. Send tape and references first letter to Box 150C, BROADCASTING.

Experienced dj or ambitious trainee desiring future with top-rated music-news station. KGKB, Tyler, Texas.

Program director assume morning personality show. Capable handle personnel. Emphasis on community, area relations. Arizona top regional. First phone essential, no maintenance. Must work closely with management and sales. Excellent facilities, including modern production equipment and aids. Modern music format with adult approach. Local news important. Chance to build solid future with progressive group. Top salary for right man. Position open due to promotion within group. Contact Harry L. Becker, KVNC, Winslow, Arizona. Telephone 289-2011.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona.

Staff announcer; play-by-play experience desirable. Middle of road music but tight operation. KWHW, Altus, Oklahoma.

Announcer-first phone for multiple station operation with excellent chance for advancement and extra benefits. Send resume and tape to WALM, Albion, Michigan.

Staff announcer, experienced, tight production, stable. Send tape, resume, salary requirements and references. WASA, Havre de Grace, Maryland.

WFMT, Chicago, classical music—fine arts station, is accepting applications for staff announcer. Must be able to correctly pronounce foreign names and terms. Low key delivery. Liberal arts background desired. Tapes and letters only. WFMT, Dept. MR, 221 N. LaSalle St., Chicago 1, Illinois.

Program director and top air personality for WGEE, Indianapolis. Send background and tape to Tim Crow, Rollins Broadcasting-Telecasting. P.O. Box 1389, Wilmington, Delaware.

Wanted, experienced morning man for metro good music-news operation. Send tape and references to WIBX, Utica, New York.

Announcer-copywriter with restricted permit. Resume, tape, sample copy to WKLZ, Box 663, Kalamazoo, Michigan.

Announcer—Must be experienced in dj and staff work. Emphasis on good commercial delivery, personality, and ability to work smoothly in fast-paced operation. Permanent positon at dominant station in solid market, offering excellent salary and full company benefits. Send tape and resume to WMAY, 711 Myers Bldg., Springfield, Illinois.

FM station, man must have sales experience, real opportunity. WRVB-FM, Madison 1, Wisconsin.

Air personality experienced with play-by-play ability. Modern adult music format. 1st phone required. Top salary if solid and capable. Growing group. High dry climate. Send tape, background and references air mail to Harry L. Becker, KVNC, Winslow, Arizona.

Help Wanted—(Cont'd)

Announcers

Leading integrated radio-tv operation expanding live programming in new million-dollar plant has opening for versatile announcer of proven professional caliber. WSAV Radio-Television, Savannah, Georgia.

Immediate opening for versatile dj-announcer, salary commensurate with ability, write or phone Program Director, WTNS, Coshocton, Ohio.

Announcer-dj for good music NBC midwest affiliate. Must have experience, work days. Good salary plus benefits. Send photo, tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

For deejays original enough to create their own material. The Deejay AirHumorOlogy Kit tells you what humor is and how to create your own patter. $4.80, postpaid. AirHumorOlogy, P.O. Box 1, Elkhart, Indiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Technical

Chief engineer—Northeastern metropolitan major suburban market, responsible conscientious engineer to head and direct engineering dept in all activities plus expansion plans. Latest and most modern equipment. Full particulars first inquiry. Salary open. Major corporation looking for capable person. Box 919B, BROADCASTING.

Engineer-announcer for Virginia 1000 watt station. Good salary and hours to right man. Engineering ability first consideration. Send tape and resume to Box 956B, BROADCASTING.

Now hiring — Chief - engineer - announcer combo for tight-production, quality music format. Virginia fulltimer. Send tape, resume, and photo first letter. Box 108C, BROADCASTING.

Chief engineer for Montana 1 kw non-directional. Fine plant, latest equipment, friendly community, good working conditions. Health insurance, retirement plan. Give details, references, experience, snapshot, tape if combo. Box 112C, BROADCASTING.

Combination engineer-announcer needed for small market, full time operation. Voice requirement will be exacting. Engineering requirements necessary on mobile equipment. Gates equipment with automatic cartridge equipment to follow. Salary open. Full resume including tape mandatory. Write Box 133C, BROADCASTING.

Chief engineer. 10 kw directional-remote control operation—NYC suburb. Must be experienced in equipment maintenance and engineering staff administration. Send resume to Box 158C, BROADCASTING.

Chief engineer. AM and fm operation. Some announcing. Send information and tape to George Volger, Mgr., KWPC, Muscatine, Iowa.

Tech School graduates: One 1st chief engineer/announcer needed in WATP, Marion, S.C. and one in WLSC, Loris, S.C. 20 hours/week announcing. $75.00/week. Send resume and references with letter.

First phone with vtr experience to install, maintain 3 Ampex vtr's. Contact Bill Fall, % WBAA, Purdue University, Lafayette, Indiana.

Engineer-announcer, for new kilowatt fulltimer. Help with station construction, then carry full announcing trick. Excellent opportunity to grow with new operation. Send tape and resume to Charles Halle, Station WBBX, Portsmouth, N.H.

Chief engineer for 1 kw. Coastal Maine area. Salary open—write WDEA, Ellsworth, Maine.

Immediate opening for first phone man. Will accept young man just out of school. Must be able to do some announcing or willing to learn. Call Banner F. Shelton, WMYN, Madison, N.C. Phone 9207.

Help Wanted—(Cont'd)

Technical

Florida is calling for good engineer (first phone) production man. Must know Gates equipment. No announcing. WOKB, Orlando, Florida.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Production-Programming, Others

Local newsman-gather and announce 250 fulltime-southeast New York state. Box 786B, BROADCASTING.

Program director for well-established classical music station in the Pacific west. Must be capable of organizing and directing air personnel, supervising classical music selection, working with station's commercial staff, and giving fully professional action to program policy and station promotion. Please do not apply unless you can furnish proof of classical music broadcasting experience under demanding circumstances. Send full background, references and salary desired with first letter. Write Box 928B, BROADCASTING.

Radio newsman: Assist news director, central New York metropolitan station. News-in-depth operation: editorials, documentaries, panel discussions. Cover beat, write, air news. Salary open. Box 120C, BROADCASTING.

Wanted—Experienced program director-announcer for 1-kw daytimer about to go fulltime. Emphasis on good music, news and sports. Car necessary. Progressive city of 15,000. Salary open. Send tape, photo, full information and references first letter to Manager, KSCB, Liberal, Kansas or phone Main 4-3891.

Young man with inquisitive mind for expanding news operation. Some typing experience necessary. Work primarily gathering, editing and announcing local news. Some dj work. Inexperienced young announcer considered. Send photo, tape, resume and starting salary. WADS, Ansonia, Connecticut.

Have an immediate opening for experienced radio program-production man to build local and regional feature program concept. Write or phone Program Director, WOOD Broadcasting, Inc., Grand Rapids, Michigan.

Broker of television and radio stations to live in the south. Background—previous radio or television ownership or management desirable. Write full and complete details in first letter outlining chronologically your experience, education, physical appearance and background. Extremely lucrative for the right individual. Associated Personnel Service, 1627 K Street, N.W., Washington, D.C., ST. 3-6520.

RADIO

Situations Wanted—Management

Experienced, adult, family radio man. Thoroughly familiar all phases. Fifteen years in business; eight years succesful management. Have first phone. Five figure man; prefer south or west. Box 874B, BROADCASTING.

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Retiring after 20 years as Marine. 13 years spent in radio-tv . . . capable of any assignment. Desire management and/or pd . . . 40, married, desire to settle for life . . . prefer southwest or west. Available January '61. Box 923B, BROADCASTING.

Sales manager-sales. Experienced in all types of programming. Sales, public relations, production and news. 6 years in present market. Self-starter, good idea man. Family man, 38. Warm climate needed for wife's health. Box 967B, BROADCASTING.

Experienced, qualified station manager seeks home. New ownership requires change. Present earnings $15-1600 monthly. Want top 50 market with challenging opportunity. Write Box 101C, BROADCASTING for personal interview.

Situations Wanted—(Cont'd)

Management

Young (26) very adult veteran seeks management opportunity. Excellent air background, managerial experience. Serious, production-minded, interested in bright modern sound with family appeal. Would like to institute and sell quality radio in small to medium market. Box 100C, BROADCASTING.

Management—small, medium market. Former manager small market three years. Experienced sales, programming, announcing, etc. Eleven years radio. 32, family. Now sales top 50 market. Box 104C, BROADCASTING.

Veteran broadcaster, over 20 years radio experience, large markets, midwest. Progressed through sales, sales management, general management and ownership. Will invest in right situation. Box 105C, BROADCASTING.

Manager. Radio and/or tv. Sales, programming, administration. Production. Capable. Box 110C, BROADCASTING.

Top quality announcer pd ready for management. One dozen years of experience. Handle people well, steady, married. Want opportunity more than big bank account. Box 140C, BROADCASTING.

Sales

Executive-performer-writer re-entering tv-radio. 49.7 rating in top 25 markets. Extremely successful sales manager. West preferred. Write Box 896B, BROADCASTING.

Southern California radio manager wanted, willing to give golden voiced announcer with nineteen years experience a chance at unglamorous radio sales. Mature, deadly serious, and dedicated salesman from now on. Box 991B, BROADCASTING.

I want to sell! Can you use the services of an ambitious, well recommended, 26 year old college graduate, experienced in all phases except sales who wants to build a future in the sales profession? Box 131C, BROADCASTING.

Announcers

Announcer, excellent mature voice (AB degree-Speech), first phone. Strong on news, commercials, weather. Capable of good, sane dj show. 3 years experience. Electronics background. Negro veteran (Korean). Box 841B, BROADCASTING.

Sports announcer—Part-time, 30, married, college degree. Vicinity New York City only. Let me handle your sports program. Strong on play-by-play. Experienced copywriting. Box 924B, BROADCASTING.

Top personality, nationally known, recording artist. Eighteen years on radio, including own show on CBS, MBS, NBC and own regional network. Have appeared on Ed Sullivan show twice. No formatters need reply. Strong competition is welcomed. Minimum offer considered, $250 per week. Box 947B, BROADCASTING.

Country-personality deejay, first phone, experienced. Make offer. No modern radio. Box 980B, BROADCASTING.

Attention Mississippi! Young announcer, 2nd phone, two years experience. Know good music. Available in November. Box 985B, BROADCASTING.

DJ, strong news, commercials, steady, relocate anywhere. Seeking challenge. Box 988B, BROADCASTING.

Negro dj, sales-minded, serious, audience appeal. Versatile, go anywhere. Box 989B, BROADCASTING.

Gal dj, negro, board, sales, travel. Available immediately. Box 990B, BROADCASTING.

Married, mature good music announcer desires permanent position with advancement potential. Competent at board. Experienced in commercial and educational operation. Available February, 1961. Box 992B, BROADCASTING.

Experienced staff announcer. Seeking opportunity for advancement. Also salesman and sports play-by-play. Radio school graduate. No area preference. Box 996B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Air personality with friendly, intimate delivery wants career position in medium or large market. Tight production combined with personality air salesmanship. Box 998B, BROADCASTING.

Mature personality, single, solid voice, adult approach. Seeking medium to large market modern quality operation. 10 years experience all phases. No drifter. Right opportunity will take me anywhere in USA. Box 999B, BROADCASTING.

Experienced dj: news and sports. Adult, professional, versatile. Ambitious. Box 109C, BROADCASTING.

N.E. dj, bright sound, fast pace, 6 years, employed, family, 24, some sales, sports. $125 minimum. Box 114C, BROADCASTING.

Attention southern states. Announcer, vet, professional school grad. Ambitious. Will travel. Box 115C, BROADCASTING.

Sports director, news. Top coverage. 7 years experience. Heavy sports wanted. Best references. Available immediately. Box 121C, BROADCASTING.

Versatile, conscientious announcer seeks midwestern staff position. College. Can handle news, music, features and play-by-play. Combo experience. Box 126C, BROADCASTING.

Top forty jock presently employed by number one station in nation's number five market looking for a home in Los Angeles, San Diego or San Francisco areas. Box 128C, BROADCASTING.

Four years play-by-play basketball and football. News; gathering, writing, editing. Box 134C, BROADCASTING.

Need a man to reach and adult audience and sell them? Need a man familiar with all kinds of music who features tight production? Then you need me. Presently employed in medium market—ready for the big time. Box 139C, BROADCASTING.

Young married announcer available. Runs own board. Four years experience in top 40, news, and fm. One child. No floater. Sober. Box 141C, BROADCASTING.

Experienced announcer, first phone. No maintenance. Middle Atlantic states only. Wolford, Temple 6-0969, Alexandria, Va. Box 145C, BROADCASTING.

Young married vet, with fm experience. Prefer south. Good voice and professional school graduate. Box 146C, BROADCASTING.

California here I come. The magic month is October. Top-rated deejay at number one station pulls stakes in northeast. Currently program director-deejay. Strong on promotions and modern radio ideas. If you swing, move October. Modesty and money prevent me from rambling on. Box 151C, BROADCASTING.

Attention! N.Y., N.J., Conn., neighboring states, Staff-dj, 3½ years experience. Married, dependable, available immediately. Box 152C, BROADCASTING.

Hold fellow-feeling with Saul E. Halpert's "The Vanishing Newscast." Box 153C, BROADCASTING.

Live morning personality, now top rated major mid-western market. Wish to relocate and settle down back east but will consider all offers. Married, no floater. Ex refs. Box 156C, BROADCASTING.

Combo man—1st phone. Primarily fast-paced, swinging jock. Top personality, young, family man. High rated show. Currently with 10 kw, top 40 station in major market. $125 minimum. Box 157C, BROADCASTING.

Great radio, nine years, solid references, know standard and formula radio. News and music. Veteran with college. Finest of background. Box 160C, BROADCASTING.

Young, lively sound, some experience. High on ability. Prefer southwest. Will send tape, resume and photo. Call LO 8-5495 (New York City).

Situations Wanted—(Cont'd)

Announcers

Announcer, dj, copywriter. Ambitious, hard worker. Mature voice. Good personality. Operate own board. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 East 55th St., Chicago 15, Illinois. Phone: BUtterfield 8-5404.

Mediocre annoucer dj and dance musician. Can double as chief engineer, music librarian, copywriter, traffic manager or station manager. Experienced all phases of radio and meteorology. Wide knowledge of music from corn to classics. Unencumbered, sober, disgustingly conscientious. Small salary and community no deterrent if you can prove you need such man and want me. Write Martin L. Croft, Martinsburg, Pa.

Exmarine, graduate of broadcasting school is interested in Michigan-Ohio-Illinois-Indiana area. Permanent position needed. Mature, ambitious, dependable, can give you quality. Ken Hale, 18055 Schoenherr, Detroit 5. Call WO 2-5785 or LA 6-0732.

Young negro announcer. Vet. Some board. Willing to learn. 3rd phone. Have car, will travel. Bob Lee, 6028 S. Drexel Ave., Chicago 37, Illinois.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Country and western dj. Desires personality type show with opportunity to sell. Married, 17 years experience in c&w field. Jack Osborne, phone Pleasant 0715, 4203 Emmet St., Omaha, Nebraska.

DJ—Ten years experience—now available. Past four and a half years in eastern seaboard market of half a million. Prefer to audition live—but will mail tape-letters-film-resume on request. No top 40 please. Call South Orange 2-5912 9:00 a.m. to 10:00 p.m., or write Bruce Parsons, 12 Washington Park, Maplewood, N.J., New Brunswick Studio number—Charter 7-1450, anytime.

Mature announcer—7 years experience, all phases. Excellent news, deejay and commercial. Good production man—willing and able to do it your way. Any decent offer considered—east or midwest. Available immediately. No tapes, talk to me. Von Neubauer, Apt. 210, 4520 MacArthur Blvd., N.W., Washington 7, D.C., Federal 7-5062.

Technical

Texas only. Engineer-announcer. DJ, 8 years all phases, Married, 29, currently chief. Box 127C, BROADCASTING.

Chief engineer-announcer seeking Gulf Coast position. Three years chief experience. Tape and recommendations available upon request. Box 129C, BROADCASTING.

Engineer—potential announcer—will train. Two years in radio, one in tv. Box 162C, BROADCASTING.

Experienced first engineer. Family man. George Davenport, 2222 B North 23rd, Milwaukee, Wisconsin. Phone WEst 3-3270.

Production-Programming, Others

Former public and station relation executive, 18 years experience broadcasting industry, desires return to station relation or public relation position. Excellent achievement record both in field and as director. Box 970B, BROADCASTING.

Washington, D.C., newspaperman, 20 years experience, including radio-tv, now legislative work, wants write and/or air news mornings, evenings, weekends, Washington areas station, to keep hand in. Solve news staff scheduling problems! Box 995B, BROADCASTING.

Topflight radio woman: Top billings, top ratings, top listener follow-thru, some tv, seeks challenging opportunity metropolitan market. Attractive, dynamic. Drives own car. If interested in seasoned pro with exceptional skills and professional knowhow, write Box 102C, BROADCASTING.

Newsman, experienced, journalism graduate, 23, family, leaving Army, prefer midwest. Box 130C, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman reporter and newscaster experienced in police, court, political, education, government news and features—straightforward interpretive reporting, professional delivery—college, car, best references—interested radio or tv news work. Box 142C, BROADCASTING.

News from there to hear. Basic working newsman. Tenure-growth potential. Midwest. News-time difference. Adult dj secondary. $5,200. Box 154C, BROADCASTING.

TELEVISION

Help Wanted—Management

See media broker opportunity under "Radio-help wanted-sales" this issue.

Sales

National and regional sales manager—successful vhf small market station, southwest, offers opportunity to man willing develop national sales contacts all levels, working with brokers, client personnel and agencies to get and keep market and station on list. Expansion into major market pending but need someone able handle present market and grow with us. Tell us how much you need to earn now, and how much you want to earn later. Box 136C, BROADCASTING.

See media broker opportunity under "Radio-help wanted-sales" this issue.

Experienced television salesman or agency man to take charge of local sales and assist sales manager in national sales. Immediate opening. Complete resume and references to Edward Boghosian, WJAR-TV, Providence, Rhode Island.

Announcers

Leading integrated radio-tv operation expanding live programming in new million-dollar plant has opening for versatile announcer of proven professional caliber, WSAV Radio-Television, Savannah, Georgia.

Technical

Go west, young man. Established western vhf-TV broadcaster needs sharp maintenance technician capable of progressing to chief engineer. Write stating age, training, and experience. Box 814B, BROADCASTING.

Wanted: Experienced transmitter engineer for brand new vhf, full power, RCA installation, gulf coast location. Very good salary for qualified man. Send resume to Box 957B, BROADCASTING.

Florida vhf has opening for trainee in maintenance position with station. The selected applicant will obtain experience on am-tv and remote tv facilities. Prefer recent tech school graduate with first phone. Cram course graduate will not be considered. Box 143C, BROADCASTING.

Continuing expansion requires additional transmitter engineer and engineer for maintenance of new microwave system. Both positions require licensed, experienced men. Send resume, references and starting salary requirements to Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Transmitter man wanted for mountaintop installation with quarters if desired. Write C.E., WPTZ, Plattsburgh, N.Y.

Video maintenance coordinator. Minimum age 28, minimum tv station video experience 3 years. Best job in Miami, Florida. Contact Herb Evans, WTHS-TV, 1410 NE 2nd Ave.

Production-Programming, Others

Traffic girl wanted for outstanding midwest television station. Some experience helpful, but will consider college training in traffic. Excellent working conditions, employee benefits. State salary expected and full details in letter to Box 840B, BROADCASTING.

TV newsman—Opening now for experienced on-camera newsman. Must be able to gather, edit, and air for top-rated am-tv. Send resume, picture and kine or vt. Box 910B, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman—Need good solid experienced reporter. Capable of shooting 16mm sound or silent, and handle tape recorder. Not necessary to be on-the-air man, but potential offered for future air work. Send resume and picture. Box 911B, BROADCASTING.

Art director: Experienced in tv art and photography. Must be creative, send resume and sample of art work to: Ronald Boyles, KHOL-TV, Holdrege, Nebraska.

TELEVISION

Situations Wanted—Management

My best salesman desires a management position in either radio or television. He billed $300,000 the past year. For details contact Box 968B, BROADCASTING.

Sales

Six years at uhf station, 4½ as national-local sales manager. A moneymaker desiring a larger market and opportunity. Box 132C, BROADCASTING.

Top television salesman, executive qualifications, excellent background, married, presently employed. Box 138C, BROADCASTING.

Announcers

Young man, presently small tv-am operation, desires larger market. Good appearance. 4 years experience. Box 155C, BROADCASTING.

On camera news, weather, and commercial announcer, 16mm film audition available. Call NYC, Bayside 9-7241.

Let's make your station's sports coverage tops in your market. Experience in radio-tv with network affiliates in south Florida's No. 1 market. Announced major independents football and basketball, weekly tv sports shows, series on basketball in area, half hour tv sports special. All phases production, write, some work shooting and editing film. Interviews with over 150 sports personalities and entertainers. College grad. TV work in Army. Ambitious, desire opportunity to do on-camera work and grow with station. Top references. Desire position in West, consider others. Bob Darby, 185 N. Wabash, Room 1119, Chicago, Ill.

Technical

1st phone, 4½ years experience all phases studio operations, maintenance. Resume upon request. Box 921B, BROADCASTING.

Looking for tv transmitter position. Experience 9 years tv studio, 10 years am transmitter and former chief radio. Box 939B, BROADCASTING.

Experienced studio maintenance, microwave. All phases operation. First phone. Presently employed. Box 122C, BROADCASTING.

First phone, 3½ years experience all phases studio, remotes. Some transmitter, vtr. Family. Veteran. Box 135C, BROADCASTING.

Competent studio operations interns completing comprehensive technical and production training seeking employment. Contact Intern Supervisor, WTHS-TV, Miami.

Young man looking for a start on tv, covered all phases of studio operations. Also have training on commercials, willing to travel and please state beginners salary. Write to Mr. Dimitri Nickas, 226-6 Avenue, Brooklyn 15, New York. Or call anytime after 7:00 p.m. at this number NEvins 8-3183.

Production-Programming, Others

Available January 15, 1961—Production/direction live/film. Versatile all phases commerical/education. 10 years experience. Have Arri—Passport—Will travel. Box 640B, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production manager—Hardworking, ambitious, young man desires production manager or producer-director position with company that will use fresh, creative, practical ideas. 5 years experience, B.A., M.S.—radio & tv. Loves hard work, long hours and a challenge. Excellent references. Box 945B, BROADCASTING.

TV newsman, college graduate, with six years reporting, writing and filming experience looking for news position with security. Box 993B, BROADCASTING.

Producer-director-writer. Experienced. Alert, Creative, Practical. Box 111C, BROADCASTING.

Newsman. Excellent background, education. Ten years all phases radio, wire service. MS journalism. Want tv. 29, married. Box 113C, BROADCASTING.

22 year old woman with B.S. in tv, movies and radio is looking for work in N.Y.C. area. Prepared to do production and/or writing. Available now. Box 817B, BROADCASTING.

Film director—10 years experience. Family-man—Outstanding references. Box 124C, BROADCASTING.

FOR SALE

Equipment

Vidicon broadcast camera Dage 300D includes EIA sync generator, camera control, power supply, Vidicon, 14 inch professional monitor, all cables, instruction books, working order. Make offer. Box 106C, BROADCASTING.

Real bargain for cash buyer, Tapak recorder, and Viking with twenty cartledges, instruction manual and amplifier. Both machines for just $200.00. Write KALG, Box 268, Alamogordo, New Mexico.

Guyed tower—heavy duty Utility type 260 with A-2 lighting. 150′ standing—40′ grounded—190′ overall. Available immediately. Radio Station WOKJ, P.O. Box 2667, Jackson, Mississippi. Telephone FL 4-4096.

Motorola two-way radio, base station with antenna and two mobile units complete, A1 condition, wonderful for remote broadcast. WPHB Radio, Philipsburg, Pennsylvania, Phone Dickens 2-2300.

For Sale: Federal 192A 3,000-watt fm transmitter and station monitor just replaced by higher power equipment. $2,500.00. WQXT AM-FM, Palm Beach, Florida.

Multiplex Gates generator single sub channel new, never been used. $600 or best offer. WRVB-FM, Madison 1, Wisconsin.

Gates 1 kw fm transmitter with dual channel multiplex, new exciter. $3,500. W.E. control board $200; CB-11 turntables with RCA transcr. arms and cabinets $100 ea.: Pentron tape magazine repeater with cartridge (A-4) $80: GL 5593 Phasatrons $10 ea. D-4605 Terre Haute, Ind. or Box 433.

Ampex 601 recorder, full track. Brand new in box, $485.00. Box 221, Lebanon, Tennessee.

Video monitors. Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Ampex 351-2P portable demonstrator, like new, $1685.00—cost $2105.00. Kaminga Electric Company, 1337 Judd, SW, Grand Rapids 9, Michigan.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

World's largest searchlight. G.E., mounted on good Chevrolet truck. Cost over $65,000.00. Still like new, rents for $75.00 per night. Ideal to boost radio-tv sales skyhigh. Going in service, sacrifice $2950.00. Pay for self in ten weeks. Phone Howard Rigsby, VE 3-5485, or P.O. Box 1662, Birmingham, Ala.

WANTED TO BUY

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

Need am-fm broadcast equipment transmitters, speech-remote-console-antenna-monitors-recorders—the works. Box 103C, BROADCASTING.

RCA 1-0 used camera head only, any condition, with or without viewfinder, or complete RCA used camera chain. Reply to William C. Grove, General Manager, KFBC-TV, 2923 E. Lincolnway, Cheyenne, Wyoming.

Used Dumont field sync generator in good operating condition. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Studio console, preferably Western Electric 25B. Also want 250-1000 watt fm transmitter, frequency and modulation monitors. Write David Gustafson, KUMD-FM, Duluth 12, Minnesota.

Wanted to buy immediately. We want to purchase two good used consoles or consolettes, turntables, and tape recorders, to set up two recording studios. If you have something good and it is reasonably priced, call, write or wire: Max F. Harper, Chief Engineer, Radio Station WDAK, Columbus, Ga., telephone: FAirfax 2-5447.

Studio zoom lens for RCA 1.0 television monocrome camera. Write Chief Engineer, WSAU-TV, Wausau, Wisconsin.

Want used Dumont field camera chain in good operating condition. Contact E.M. Tink, Dir. of Eng., KWWL-TV Waterloo, Iowa.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

Used 1 kw transmitter wanted by missionary station, Korea. Reasonable or donation. Advise RAVEMCCO, 475 Riverside Drive, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 26, 1960. January 4, March 1, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

The National Academy of Broadcasting (3338-16th St., N.W., Washington, D.C.) Est. 1934. Trains and places radio-tv announcers dj's, writers, producers. Enroll now for fall term.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

BUSINESS OPPORTUNITIES

See media broker opportunity under "Radio-help wanted-sales" this issue.

RADIO

Help Wanted—Management

CALIFORNIA STATION

With terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter.

Write Box 780B,
BROADCASTING.

CALIFORNIA
5,000 WATT STATION

In medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required.

Write Box 781B, BROADCASTING.

Announcers

WANTED

America's number one Baseball Broadcaster to do play-by-play for a major league team.

Rush tape — photo—resume to:

BOX 954B,

BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

TOP NEWSMEN WANTED

10,000 watt midwest swingin' station comes alive. Alert newsmen needed for nation's newest, most successful news concept, hard driving, production minded, beeper conscious, best local coverage with quality. Send tape, resume immediately.

Box 934B, BROADCASTING.

BROKER WANTED—SOUTHEAST

Broker of Television and Radio Stations to live in the South. Background—Previous Radio or Television ownership or Management desirable. Write full and complete details in first letter outlining chronologically your experience, education, physical appearance and background. Extremely lucrative for the right individual.

ASSOCIATED PERSONNEL SERVICE
1627 K Street, N.W.
Washington, D.C.
ST 3-6520

RADIO

Situations Wanted—Announcers

MORNING DJ-PD

Pied Piper of the powder puff set, phone personality with saleable ideas for lively, mature metro radio (and tv). 15 top rated years thru all changes. Responsible family man.

Box 116C, BROADCASTING

Production—Programming, Others

NEW MANAGER

Currently employed 50 kw Los Angeles Format station. If your news operation lacks the depth and direction you demand, let my experience lead the way. Plenty of beat-pounding, research-digging, feature-writing, phone-checking and hustle in my background. Let's put it to work for you. Finest references. Write "News Manager," P.O. Box 1618, Hollywood 28, California.

TELEVISION

Help Wanted—Management

CAREER OPPORTUNITY
for PROMOTION MANAGER

TV station in top 10 market wants creative promotion manager with strong emphasis on audience promotion. This is your chance to join dynamic group operation where growth depends on ability. Write fully and send sample of YOUR best idea.

Box 144C, BROADCASTING

Help Wanted—(Cont'd)

Technical

SALES ENGINEER TELEVISION

Excellent opportunity to manage television equipment sales from the home office of a major manufacturing company. Must have heavy technical background with thorough knowledge of television transmitters and video equipment. A permanent salaried position with liberal company benefits. This is a once in a life-time opportunity for right man who wants to advance with a successful electronics manufacturing company. Mail photo and complete resume to:

Box 125C, BROADCASTING

FOR SALE

Equipment

Splendid used Raytheon one-watt portable color microwave system with audio and complete with two pedestal mounts if used for fixed operation, cables, one 8' x 12' passive reflector, four-foot dishes and feeds one radome 1000 watt and 500 watt voltage stabilizers. Current market price $12,500.00. A steal at $7,500.00 FOB shipping point in southeast. Subject to prior sale. Reply:

Box 805B, BROADCASTING.

Spotmaster

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BROADCAST ELECTRONICS, Inc.
8800 Brookville Rd., Silver Spring, Md.
or
contact your VISUAL ELECTRONICS man

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Broadcast Division J
83 So. 7th St., Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Stations

FOR SALE BY OWNER
1 KW DAYTIMER
Single station north Georgia market. $75,000—29% down. Ideal operation for owner-manager.
Box 784B, BROADCASTING

5,000 WATT FULLTIMER

Located in large market area on Florida Gold Coast. Station billing around $15,000 a month at present, but has unlimited, undeveloped potential. Price $500,000 with 29 per cent down. If you are financially qualified and sincerely interested, write:

BOX 117C, BROADCASTING

1,000 WATT DAYTIMER

Located on Florida east coast, billing around $3,000 a month, with unlimited potential. Station owns studios, leases land for $1.00 per year. Price only $100,000 with $42,000 down. Write:

Box 118C, BROADCASTING

5000 WATTS
DAYTIME NORTH CAROLINA

Wanted: experienced operator interested in purchasing up to 50% of station and assume active management.

Box 161C, BROADCASTING

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.

Colorado—$125,000; $300,000. North Carolina—$75,000. Florida—$200,000; $250,000; $500,000. Arizona—$300,000. Maryland—$80,000. Alabama—$150,000; $200,000. Idaho—$90,000. New Jersey—$175,000; Tennessee—$125,000. Texas—$32,000; $400,000. Pennsylvania—$100,000; $160,000. California—$175,000. West Virginia—$60,000. WRITE cash available and identification.

FOR SALE

Stations

Ga.	Single	Fulltime	$175M	29%
Tenn.	Single	Daytimer	62M	cash
La.	Single	250w	107M	terms
Ga.	Single	Daytimer	50M	terms
La.	Single	Regional	53M	terms
Ga.	Single	250w	84M	29%
Calif.	Medium	Daytimer	185M	29%
Fla.	Medium	Regional	230M	29%
Wyo.	Medium	1kw-D	125M	29%
Texas	Medium	1kw-D	225M	29%
La.	Medium	Fulltime	158M	terms
Tenn.	Metro	25% int.	12M	cash
Wash.	Metro	1kw-D	85M	terms
Calif.	Metro	FM	49M	10 yrs.
Texas	Metro	1kw-D	130M	29%
Fla.	Major	Fulltime	250M	terms
Calif.	Major	250w	475M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

MID-ATLANTIC

This 5 KW daytimer returned $41,000 to its owner last year, yet he devoted only 10% of his time to the operation. Established 5 years in excellent 3 station quality market. Only one salesman on staff. Vastly underdeveloped revenues. Gross provides 7 year payout after tax. 7-year terms. $225,000. Brand new equipment and studio facilities.

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

Tv and Radio Consultants — Licensed Brokers

STATIONS FOR SALE

TOP SOUTHWEST MARKET DAYTIMER. Excellent frequency. Asking $120,000 with 29% down.

TOP NORTHWEST MARKET DAYTIMER. Programs country and western music. Asking $135,000. Terms.

ROCKY MOUNTAIN. Profitable. Full time. Asking $300,000 with 29% down. This is an excellent facility.

CALIFORNIA. Full time. Absentee owned. Asking $67,500 with $10,000 down.

WEST NORTHCENTRAL STATE. Very profitable daytime facility serving a market not overburdened with radio. Did over $15,000 last month. Asking $150,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

FOR SALE

Stations

GUNZENDORFER

CALIFORNIA. *$12,500* down. $300 a month payout. Asking price $60,000.
NORTHWEST. *$27,500* down. 10 years payout. Asking price $95,000.
ARIZONA. *$10,000* down. Asking price $45,000.

WILT GUNZENDORFER AND ASSOCIATES
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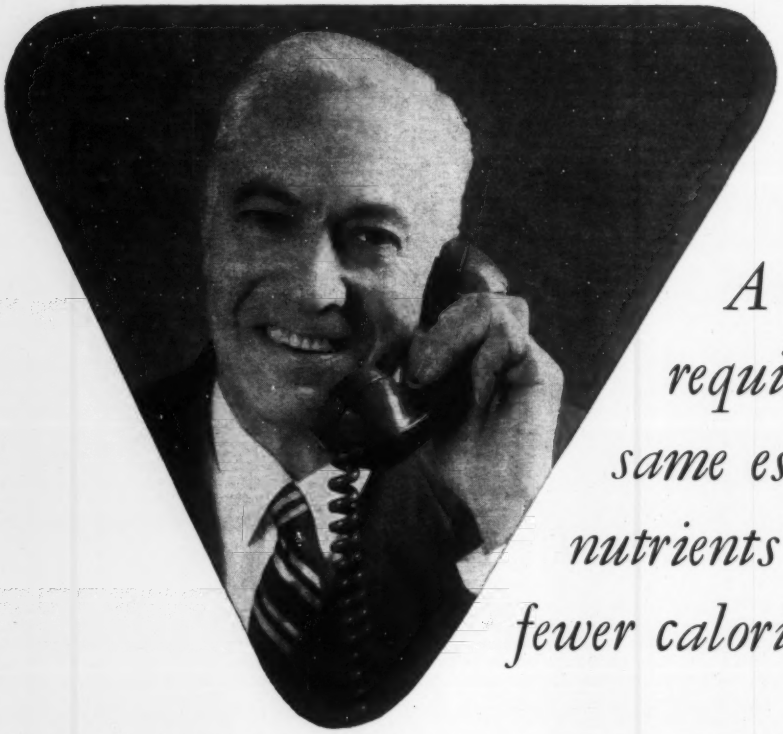
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



A man of 65 requires same essential nutrients but fewer calories

Due in part to diminished physical activities, the recommended daily dietary allowances for "Men, 65 years," are lower in calories but similar in essential nutrients recommended for younger age groups. This reduction in calories is easily accomplished by a moderate reduction in dietary fat. *A basic cereal and milk breakfast* as shown in the table below merits consideration because *its moderate low-fat content* of 10.9 gm. provides 20 per cent of the total calories, yet it provides for this age group and for most others about one-fourth of the recommended daily dietary allowances of protein, important B vitamins, and essential minerals. The Iowa Breakfast Studies on Men Past 60 Years of Age demonstrated that *a well-balanced, moderate low-fat morning meal was a sound one for the maintenance of health and well-being during the morning hours.*

Recommended Daily Dietary Allowances and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary Allowances—Men, 65 Years (70 kg.—154 lb.)	2550	70 gm.	0.8 gm.	10 mg.	5000 I.U.	1.3 mg.	1.8 mg.	18 mg.	75 mg.
Percentage Contributed by Basic Breakfast	19.7%	29.8%	66.5%	27.0%	11.8%	35.4%	44.4%	40.9%	87.3%

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.
Food & Nutrition Bd.: Recommended Dietary Allowances, Revised 1958. Natl. Acad. Sci.—Natl. Research Council Publication 589, 1958.
Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

**The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size; age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS TO . . .

Thomas Joseph White

Tom White's career in the station representation business is one of individual development in harmony with company growth. The Avery-Knodel radio-tv station rep firm was three years old and had a New York staff of 12 when Mr. White, starting as a trainee, became the 13th man on Sept. 17, 1948. This is anniversary week for both the man and the company—which celebrates its 15th on Saturday (Sept. 17)—and Mr. White's rise to vice president and director of tv sales is representative of Avery-Knodel's climb to prominence in the field.

In the summer of 1948 Mr. White was struggling with two problems: he was unhappy with his niche in the business world and he wanted to relocate in New York, his favorite city. An application at the New York office of Avery-Knodel answered both needs. His delight at returning to New York was matched by the enthusiasm he put into proving himself in an unfamiliar business field and he put off thoughts of marriage for the next 10 years, while he concentrated on his profession.

Brooklyn-born, on Aug. 25, 1918, Thomas Joseph White was 1½ when his parents moved to Westhampton, Long Island, a resort community where he and his own family now spend many of their summer weekends. He attended Westhampton schools, graduating from high school in 1936. In summer he caddied at local golf links and clerked in stores. After high school, he decided on a business college course at Benjamin Franklin U. in Washington, D.C. He attended one year and then accepted a position in the New York offices of Eastern Air Lines.

Seeing the Country ■ As rumblings of war grew louder, Mr. White enlisted in the Army Air Corps—nine months before Pearl Harbor. His tour of duty lasted until September 1945. An Officers Candidate School graduate, it was his military fate as a training officer to be transferred frequently from one U.S. post to another during his entire period of service. The travel experience proved at least one thing to him: there was no place in the states he liked better than New York. He was discharged with the rank of first lieutenant.

Back in civilian life, Mr. White returned to his desk at the air-line office, but it was only a short time before Eastern packed him off to Detroit as a division manager. It was here he began taking stock of his career and decided to make a fresh start. During this period he became interested in the station representative field through talking to acquaintances in a rep company which had offices in the same building as Eastern. This led to his application at Avery-Knodel in New York and he was soon on his way back to that city.

First Sale ■ Once more, Mr. White went into training—spending six months as a trainee—making out availability sheets and performing the other routine functions at a rep company. Passing the sink-or-swim test, he moved up to the radio sales staff and recalls that his first sale involved five night-time chain-breaks on WMBR Jacksonville, Fla.

He worked in radio sales for the next 18 months and then was assigned briefly to both radio and tv sales. Avery-Knodel represented three tv stations at that time. He moved into the tv sales end permanently, becoming director of the department in October 1958. His efforts were further rewarded last March with a vice presidency.

A believer in team play policy as the most constructive way to carry out a project, Mr. White keenly appreciates this practice at Avery-Knodel. Perhaps this also accounts for his hesitancy in admitting to personal accomplishments within the organization. He prefers to see any credit reflected on his staff. The tv sales department, which currently serves 27 tv stations, has a staff of eight salesmen in the New York office and two persons who handle sales development. Mr. White holds weekly staff meetings and his day-to-day responsibilities include station relations (with occasional trips to represented markets) and general problems that arise.

AVERY-KNODEL'S WHITE
He bought a return ticket

Mr. White's interest in the tv spot medium goes beyond the immediate confines of Avery-Knodel. He is a member of the Station Representatives Assn.'s trade practices committee and belongs to the Radio & Television Executives Society.

Family Phase ■ Married life began at 39 for Tom White. In April 1958, he and the widowed Silvia Nunez of New York were married in Port Washington, N.Y. With her two children (Lisa, 7 and Mimi, 6), the family settled in Forest Hills, Queens, where several of Mr. White's representative company competitors also live. Mr. White's household has since grown to include Judy, 1½, and "T.J." (Thomas J. White III), 5 months. A devoted family man, he avoids hobbies or other individual pursuits which would take up the time he spends at home with the children. When they go to Westhampton for a weekend, Mr. White occasionally plays a round of golf at the Westhampton Country Club, of which he is a charter member. He is also a member of the Forest Hills Men's Club.

In 12 years at Avery-Knodel, Mr. White has demonstrated more than learning and leadership ability in the midst of competition. A ready smile, directness in speaking and modesty are among the traits that win friends for himself and Avery-Knodel. He is respected both for his manner and his good business judgment. But what's important to his own satisfaction: he has been convinced from the start that he came to the right place.

Mr. White puts it this way: "In the 12 years of my association with national spot sales, I've seen—and been a part of—broadcasting's growth to a billion dollar business. Avery-Knodel, too, has grown to continuously meet the competitive problems of today . . . the challenges of tomorrow. Honest, hard work can result in even further growth—and profits, too—to the entire industry. It's needed. It will pay off."

EDITORIALS

Fine print: must reading

FINANCIALLY, television's health was never better. The aches and fever of a couple of years ago, when the national economy itself was a bit debilitated, have passed and the patient has snapped back stronger than ever.

The authority for this diagnosis is the annual financial checkup by FCC, which issued its 1959 report a fortnight ago (BROADCASTING, Sept. 5). Despite some unsettling moments in spot in recent months, most authorities expect 1960 to continue—though perhaps more moderately—the trend the FCC found for 1959: revenues were up, expenses were not up as much, and profits were up by almost 30% —before federal income tax, of course—to a new record of $222.3 million. Not bad for a 12-year-old.

The picture is so pretty that outsiders with an eye for a quick buck might not be blamed for wanting in. Insiders selling services to management—unions are among those that come to mind—might feel entitled to a bigger cut of this obviously juicy melon. Some managements themselves might be misled into wholesale but unsound curtailments —in programming, for example—in an effort to improve their take-home ratio.

We suggest, therefore, that nobody overlook the fine print in the FCC tables. The totals give a good picture of the television business as a whole, but the fast-buck operators and the vendors are not dealing with the business as a whole. They are dealing with its components, one station or at most a few stations at a time, and there is evidence aplenty that the components—the stations individually—are not universally prospering.

The unfortunate fact is that one out of four stations in 1959 wound up with a loss instead of a profit. About half of the uhf stations were in the red. A fourth of the post-freeze vhf stations were still suffering losses in 1959. And nine of the 107 vhf stations that were granted before the freeze was imposed in 1948 were losing money 11 years later. It is obvious that although television has provided high rewards for some, the possession of a television license does not guarantee access to Fort Knox.

There is another danger in the pretty picture. The bigger any business gets, or seems to get, the more it becomes fair game in the eyes of headline-hunting bureaucrats and congressmen. For these sharpshooters the fine print is must reading—not just the fine print on losses but that describing expenses as well. The biggest expense is programming. Indeed it exceeds all other expenses combined.

This fact alone suggests that, contrary to the carping of some critics, broadcasters are aware that their most important function is programming, and they are backing that belief with more money than they put into anything else.

Every man an expert

IT wasn't too long ago when the members of Congress who evinced an interest in broadcasting could be counted on one hand. Then the problems were minimal. Senators and representatives shied away because radio was highly complex and the function of the FCC was largely that of controlling allocations to avoid ruinous electrical interference.

In the last decade a full-scale turnabout has occurred. It began with the onset of television. Now everyone in Congress is an expert. Just about the liveliest topic of congressional discussion these days—next to the elections and the cold war—is television.

But the interest is not in allocations, although this ponderous subject has been given the once-over-lightly in each session since the end of World War II. The interest is in the potency of television and radio in electioneering, plus such matters as program quality and ratings.

And it is precisely in these areas that Congress cannot legislate under the First Amendment, except where criminal offenses are concerned and they are covered otherwise in our statutes. This, however, does not deter Congress from debating, hours on end, or investigating, at taxpayers' expense, these forbidden subjects.

It isn't hard to assess the reason for this unprecedented congressional interest. For some time the political scientists have established that he who has broadcast exposure and knows the techniques stands an infinitely better chance of winning an election than the non-broadcast or inept broadcast campaigner.

Hence the burst of activity at the last session of Congress to (1) exempt news and panel shows from the equal time provisions; (2) suspend Section 315 as it applies to presidential and vice presidential candidates; (3) establish the Senate "watchdog" subcommittee to keep tab on political balance (it lost out at the very last day of session on an increase in budget from $35,000 to $150,000 to monitor political broadcasts); (4) instruct the FCC to monitor for possible favoritism.

The national political conventions were tailored for tv coverage, to the chagrin of the print media. This may account to some degree for repeated assaults upon tv and radio by editors and publishers. Understandably it could account too for the attitudes of most of the critics and columnists who would hardly run counter to the views of their bosses.

Few seriously question the importance of radio and television in the 1960 campaign. The networks must maintain equitable balance in the handling of news and special events. And upon every individual broadcaster devolves the responsibility for balance in state and local elections.

Politicians love broadcasting for what it can do for them. But for every winner there must be a loser.

Broadcasters must be wary of today's embrace. It could become tomorrow's stranglehold.

Drawn for BROADCASTING by Sid Hix

"Our simple ways aren't good enough for them since they made those breakfast food commercials!"

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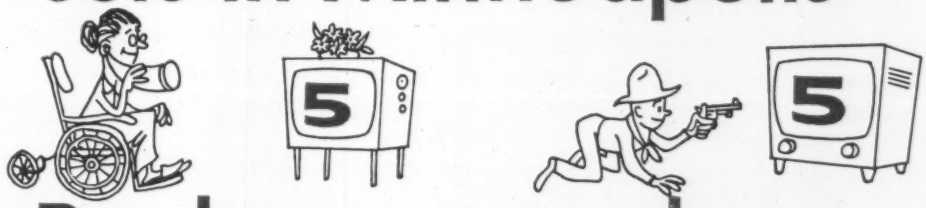
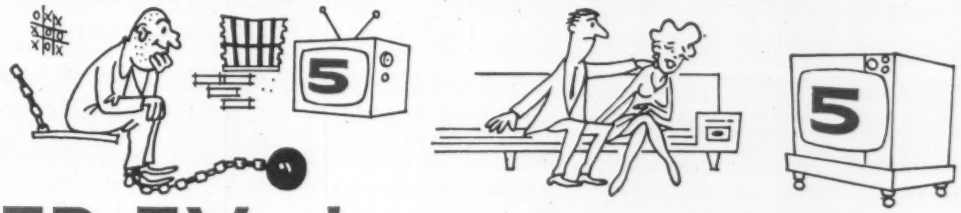


St. Paul are tuned to



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*ARB Total Area Report, June, 1960

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